Book A-48

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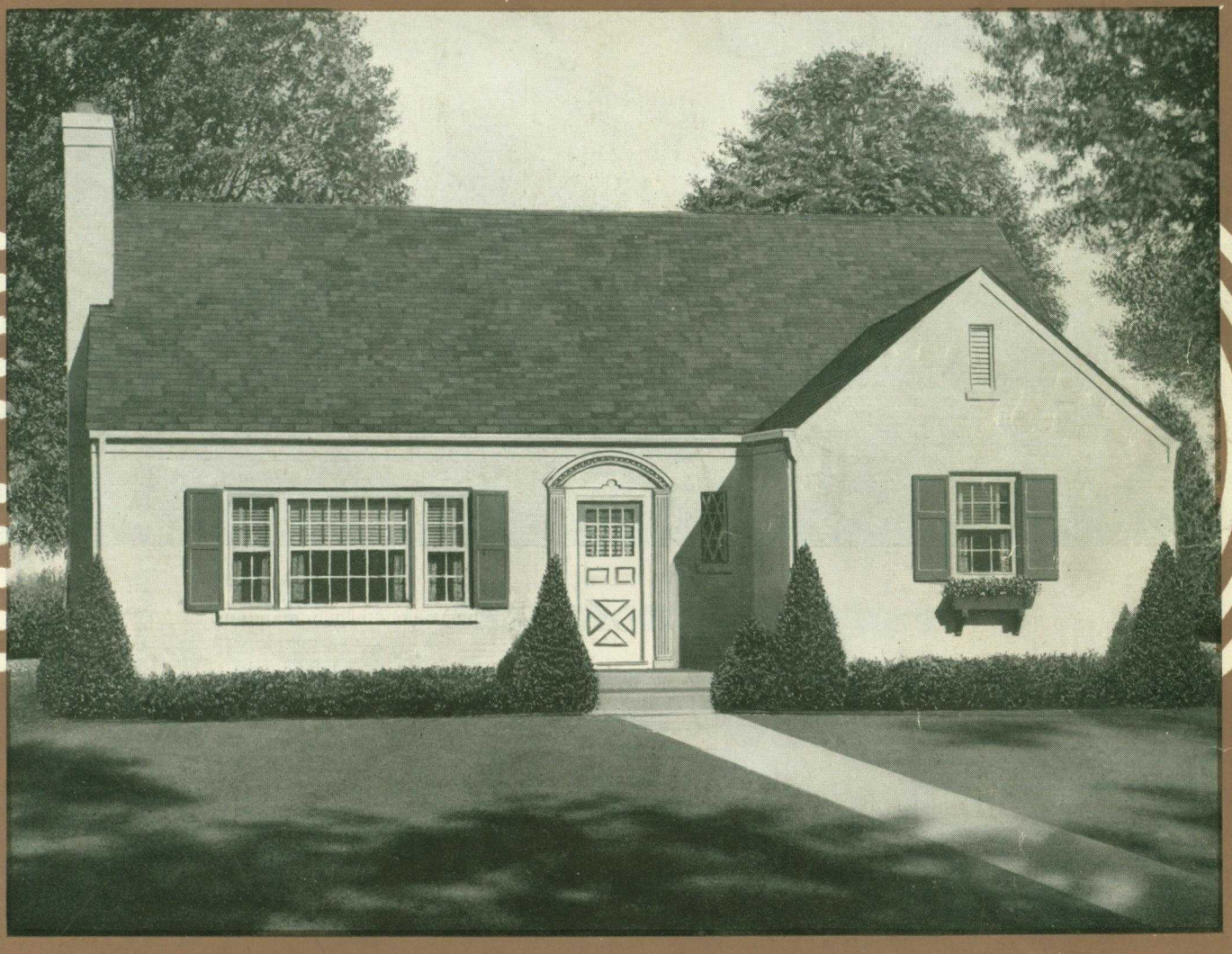
120 ALTERNATE FLOOR PLANS



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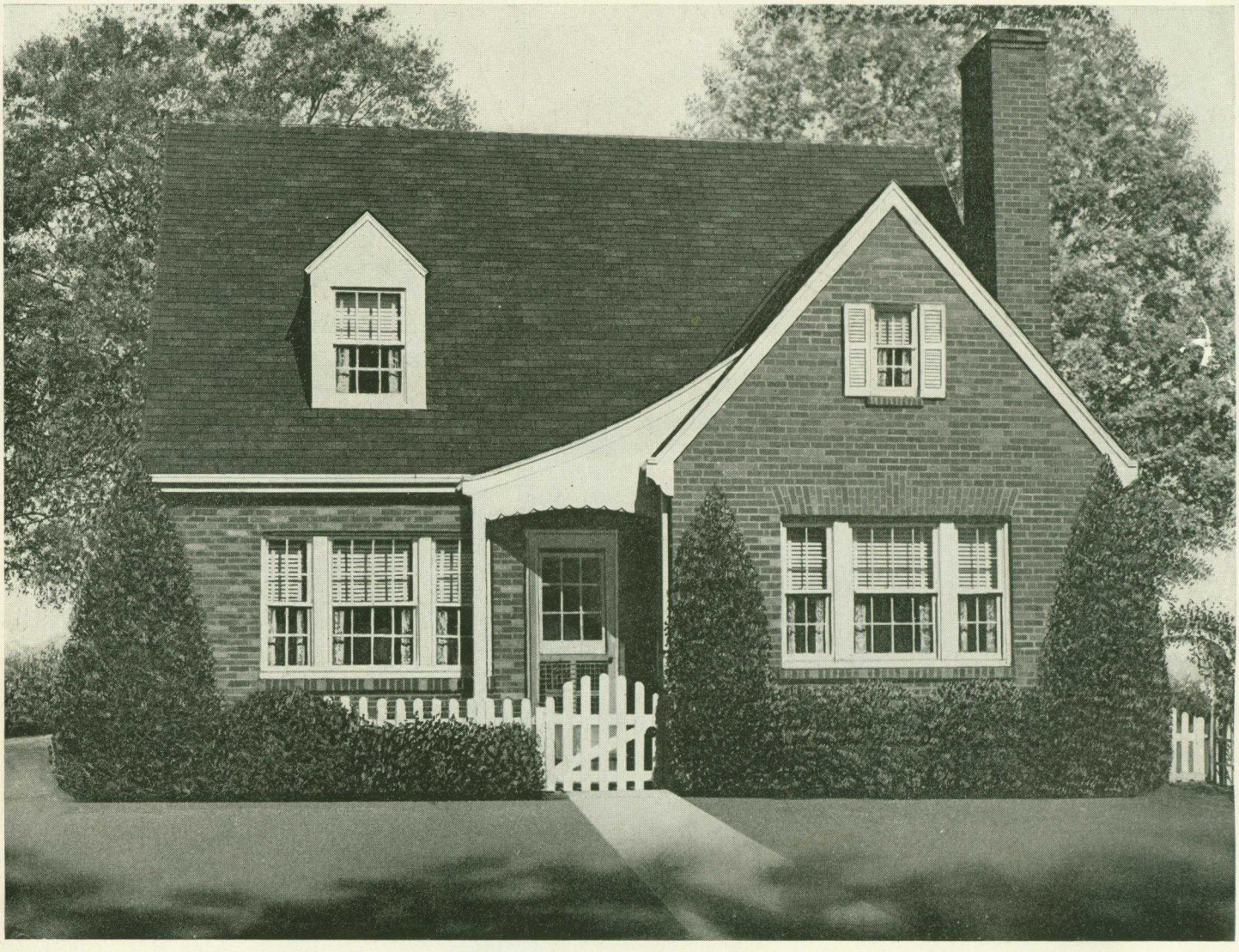
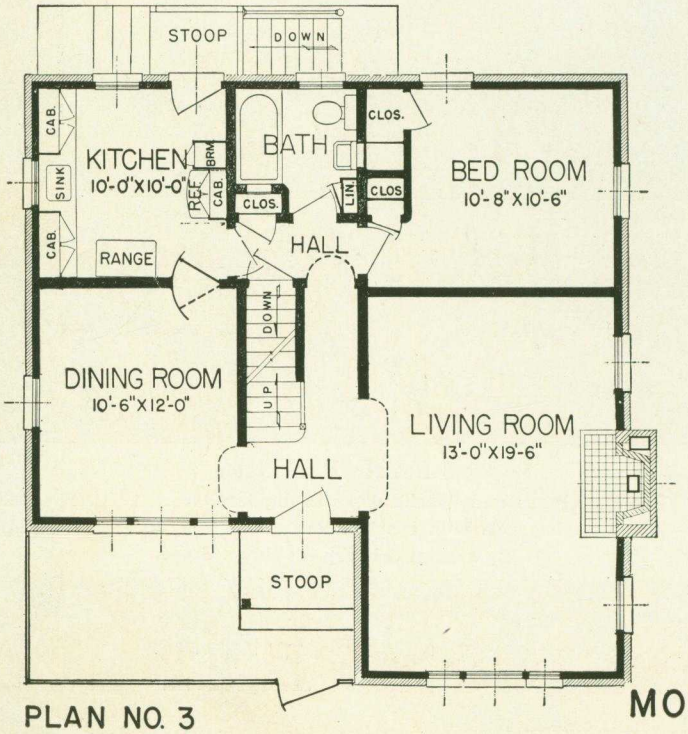


The MORELAND

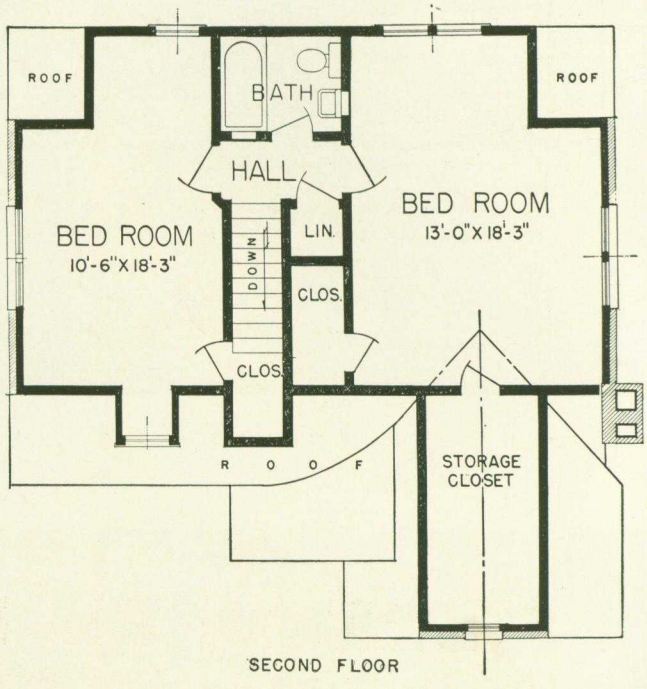
More of the best is to be found in The Moreland. Dignity and balance are coupled closely for completeness in design and its floor plan speaks plainly of practical living comforts.



PLAN NO. 3

32'-0"X24'-0"

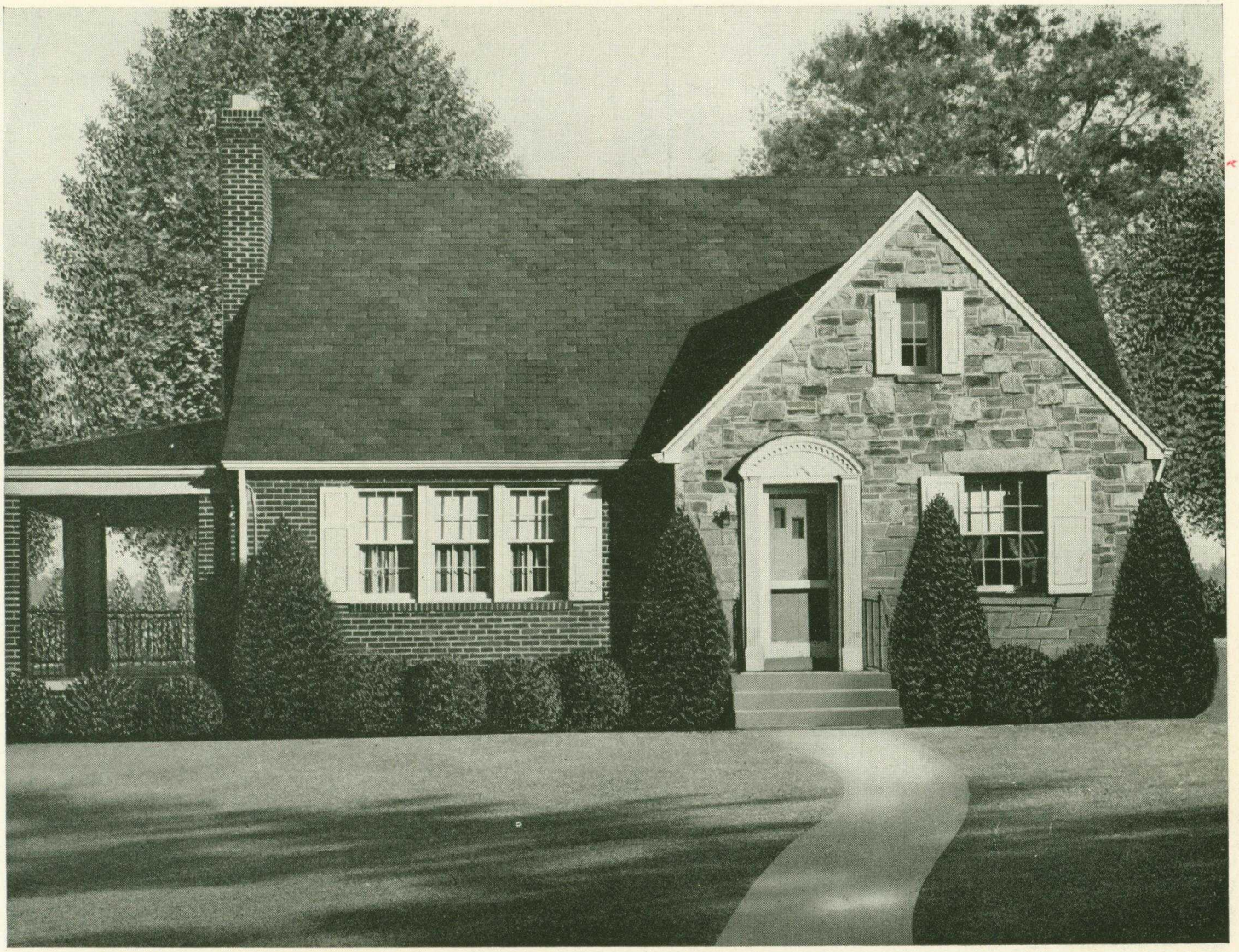
MAIN ROOF DIMENSIONS



SECOND FLOOR

MORELAND

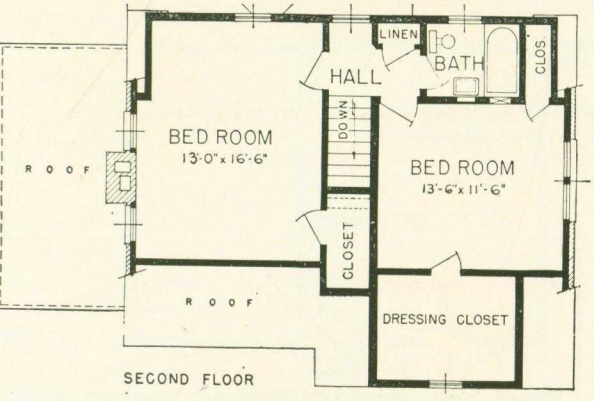
Two other floor plans on request

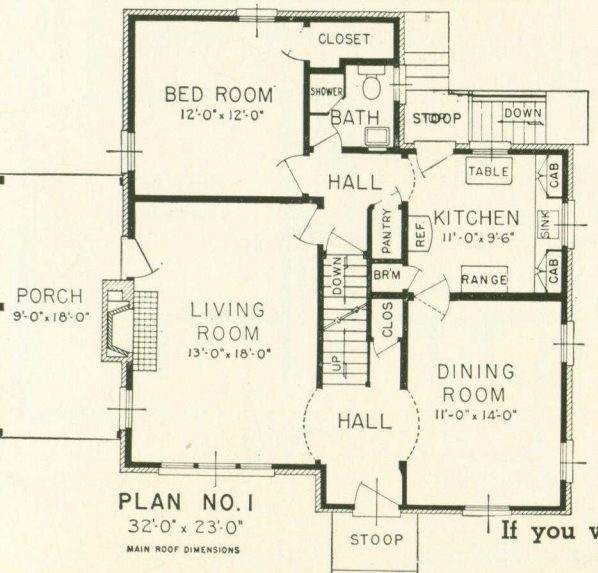


The SOUTHBROOK

Not a flaw to be found in The Southbrook. It invites you to linger and love the fine points that mean the best in home joy.

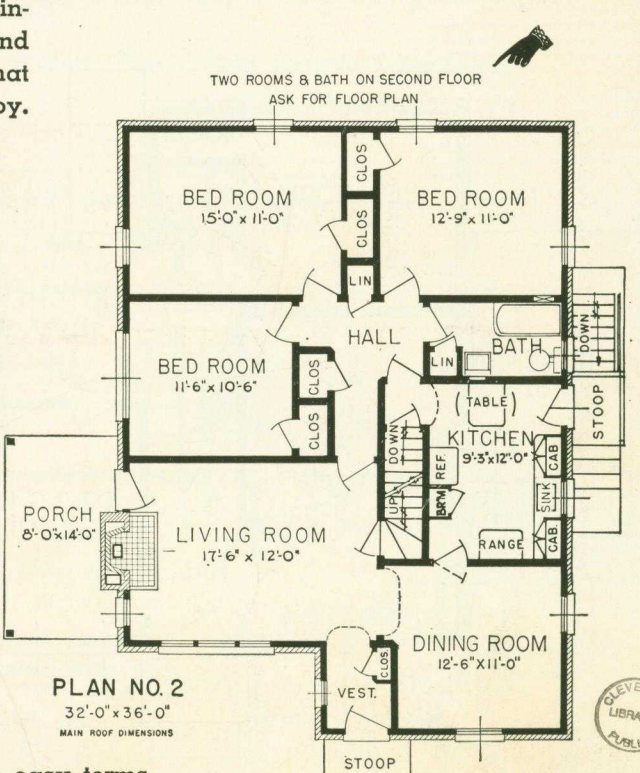
Two other floor plans on request.





PLAN NO. 1
32'-0" x 23'-0"
MAIN ROOF DIMENSIONS

Two other floor plans on request.

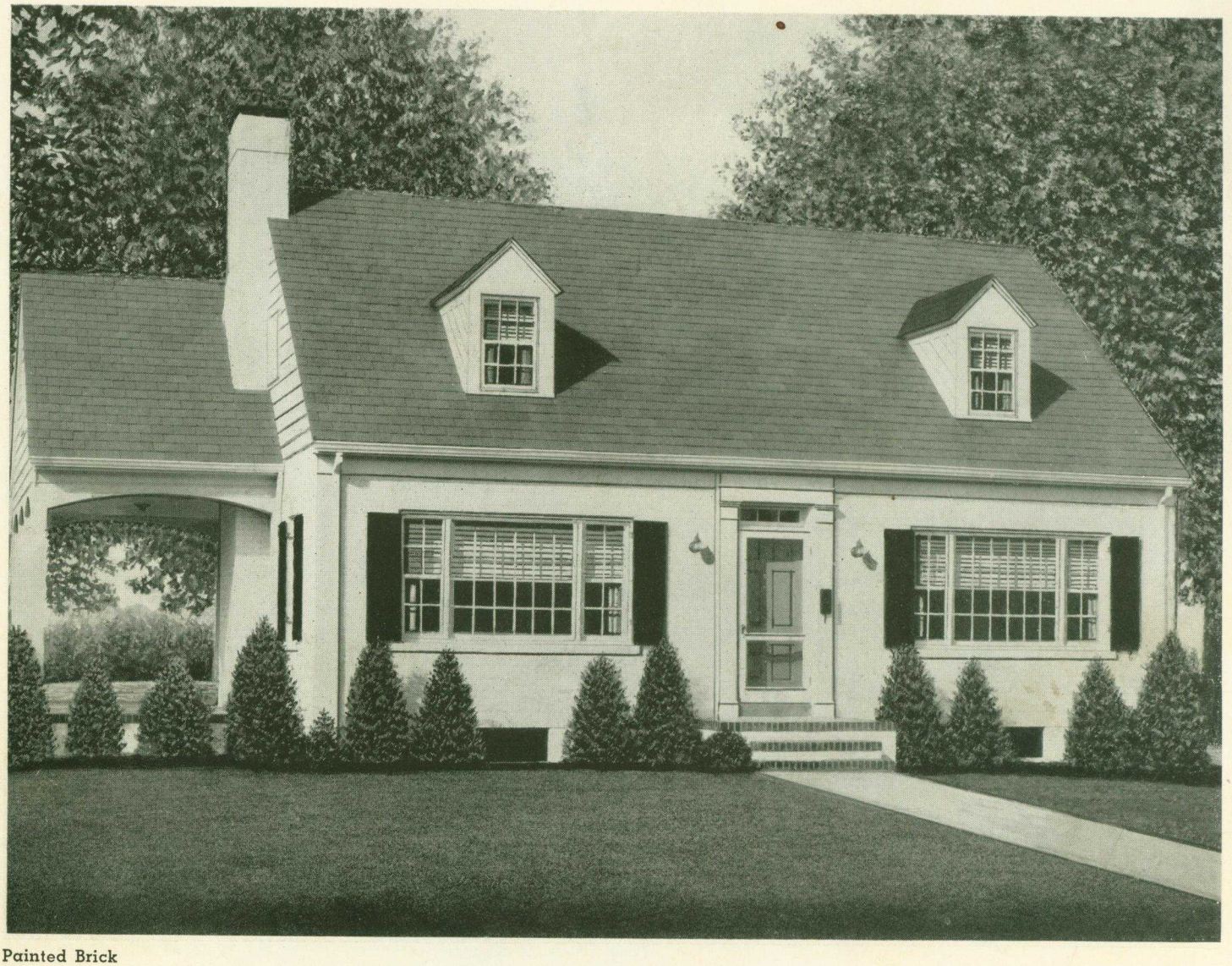


PLAN NO. 2
32'-0" x 36'-0"
MAIN ROOF DIMENSIONS

SOUTHBROOK

If you want to build a home on easy terms, ask for Folder "F"

CLEVELAND LIBRARY PUBLIC

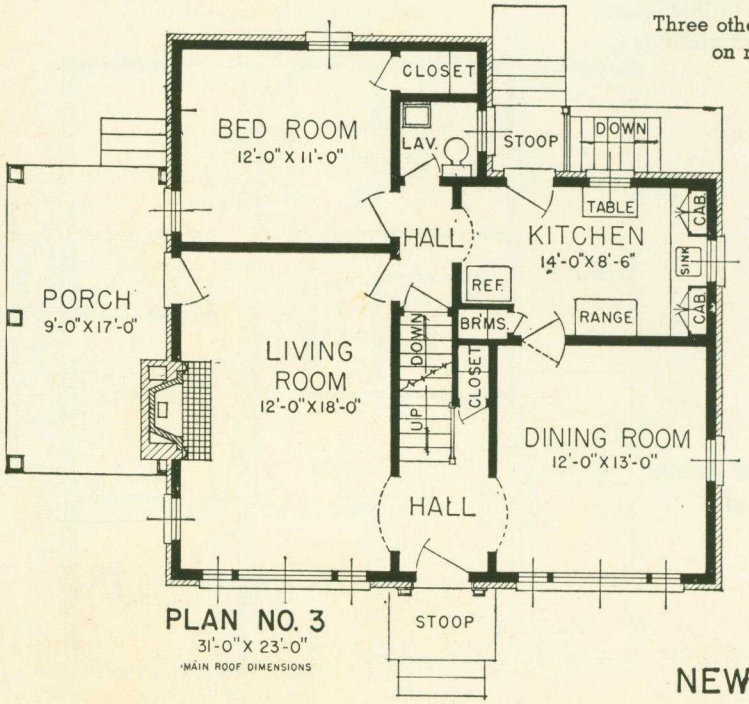


Painted Brick

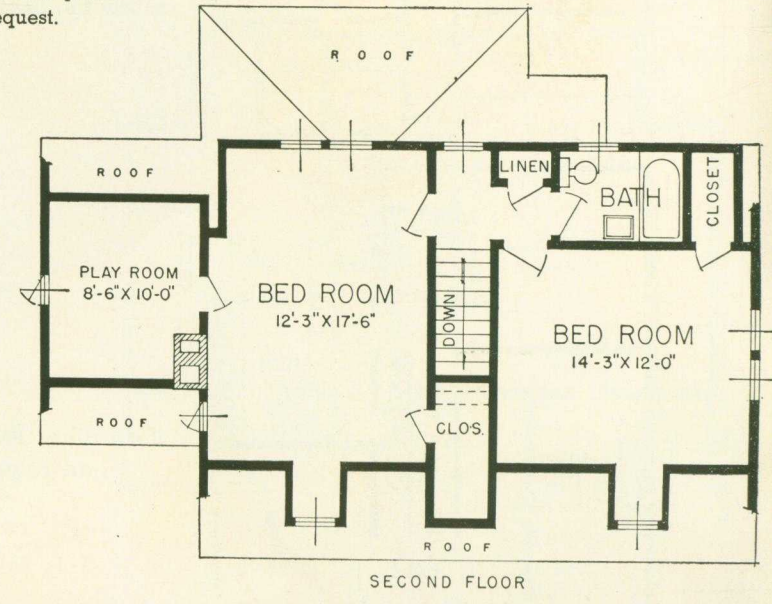
The New YORKTOWN

For exactness in Colonial architecture, the New Yorktown stands side by side with The Williamsburg, and we offer it with any Williamsburg floor plan.

Three other floor plans on request.



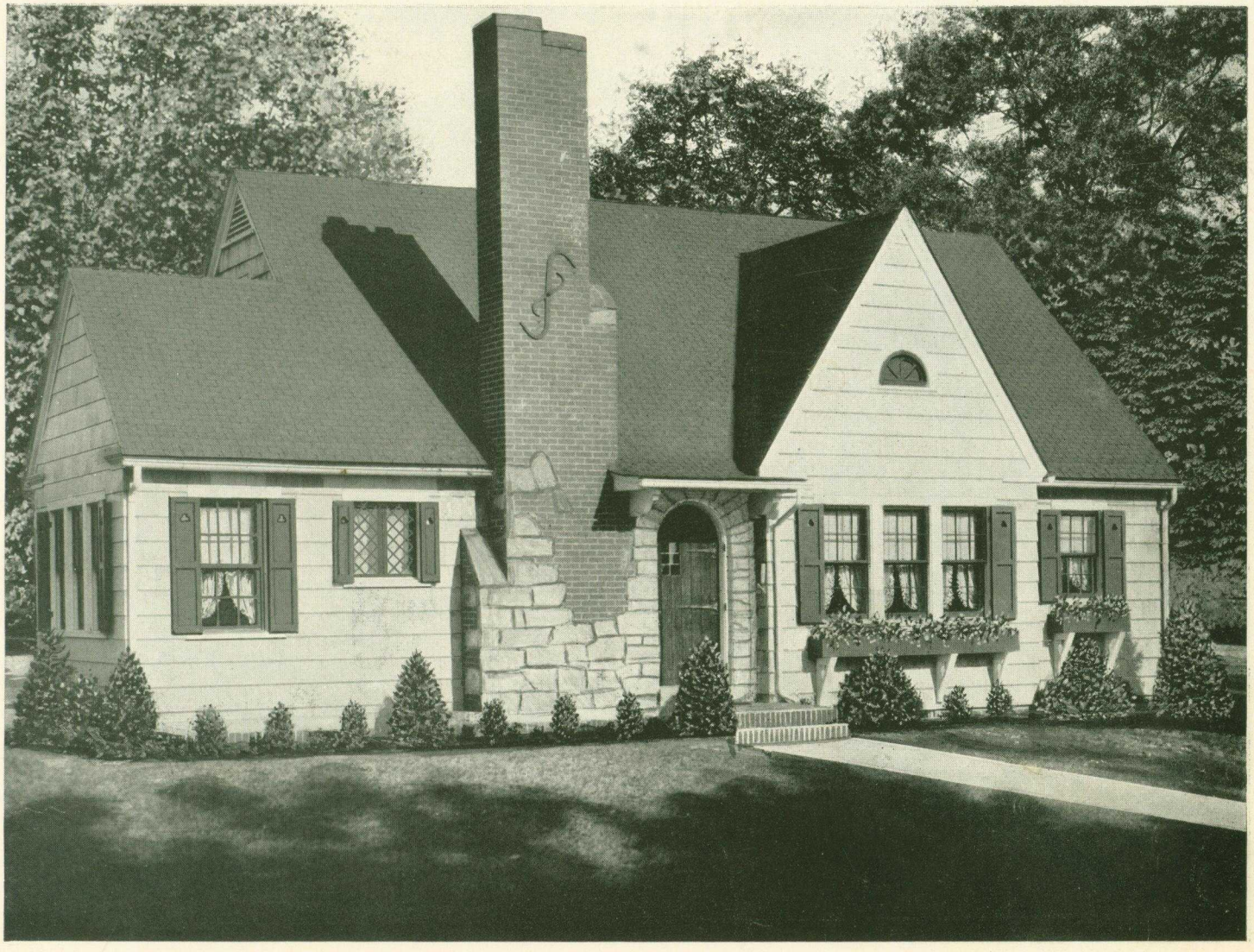
PLAN NO. 3
31'-0" X 23'-0"
*MAIN ROOF DIMENSIONS



SECOND FLOOR

NEW YORKTOWN

Twenty-nine Years of Constant Service to Home Builders:

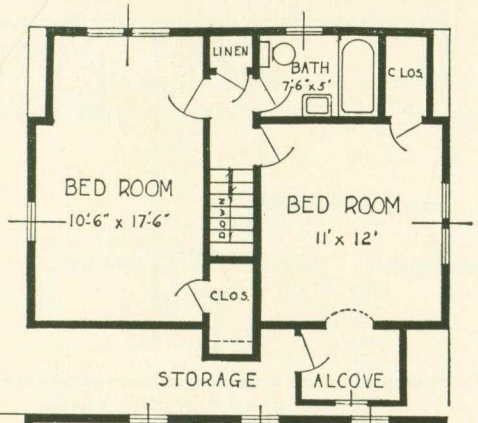


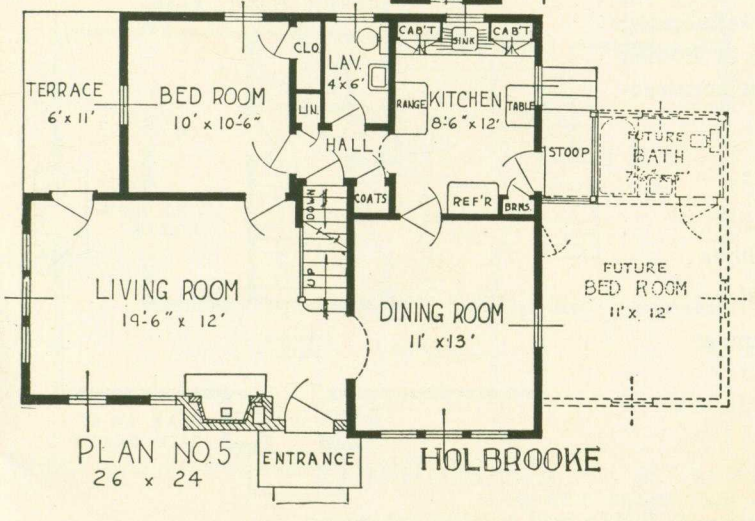
Brick or Frame

The HOLBROOKE

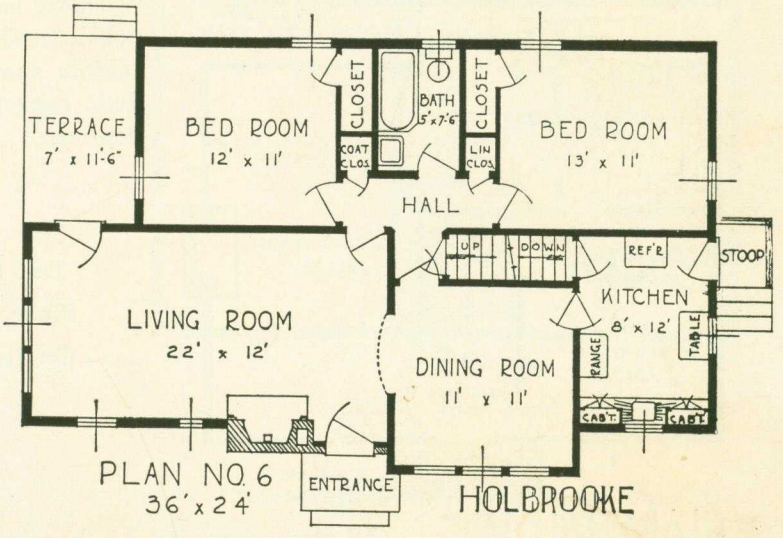
The Holbrooke is a new English design with unusual charm and staunch character.

Ask for three other floor plans. They will be furnished gladly on request.

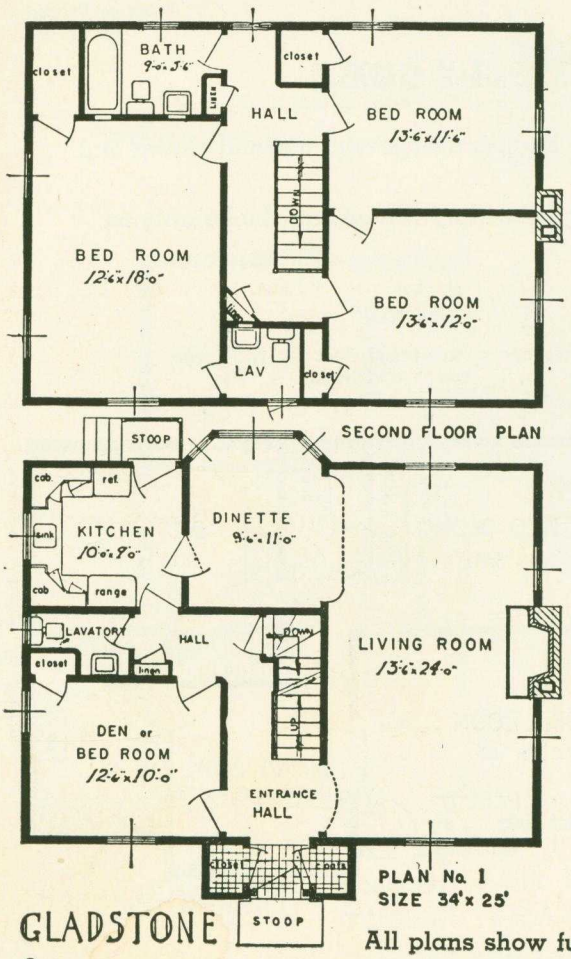




Ample space on second floor for two large rooms and bath.



References: Any Building & Loan Association Savings Bank or Lumber Dealer in your community

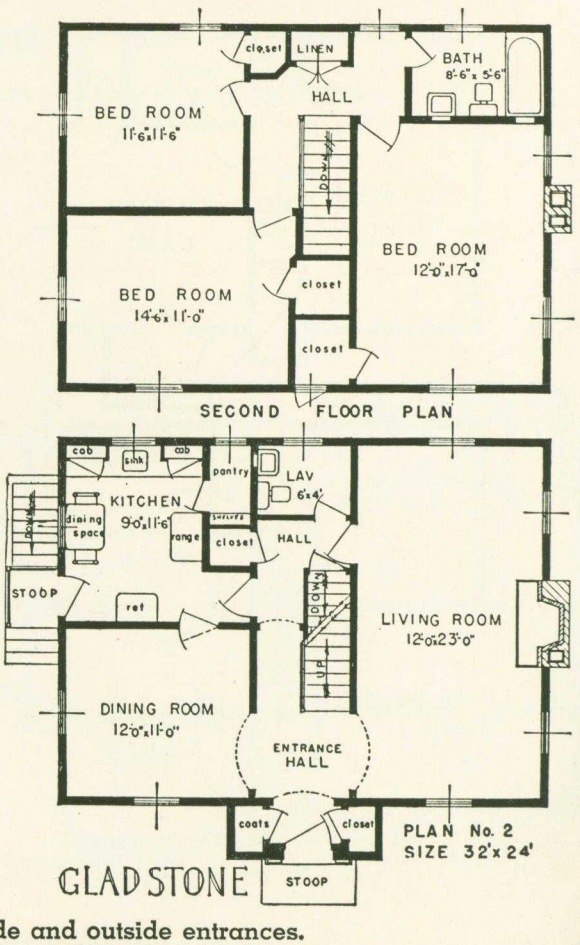


The GLADSTONE

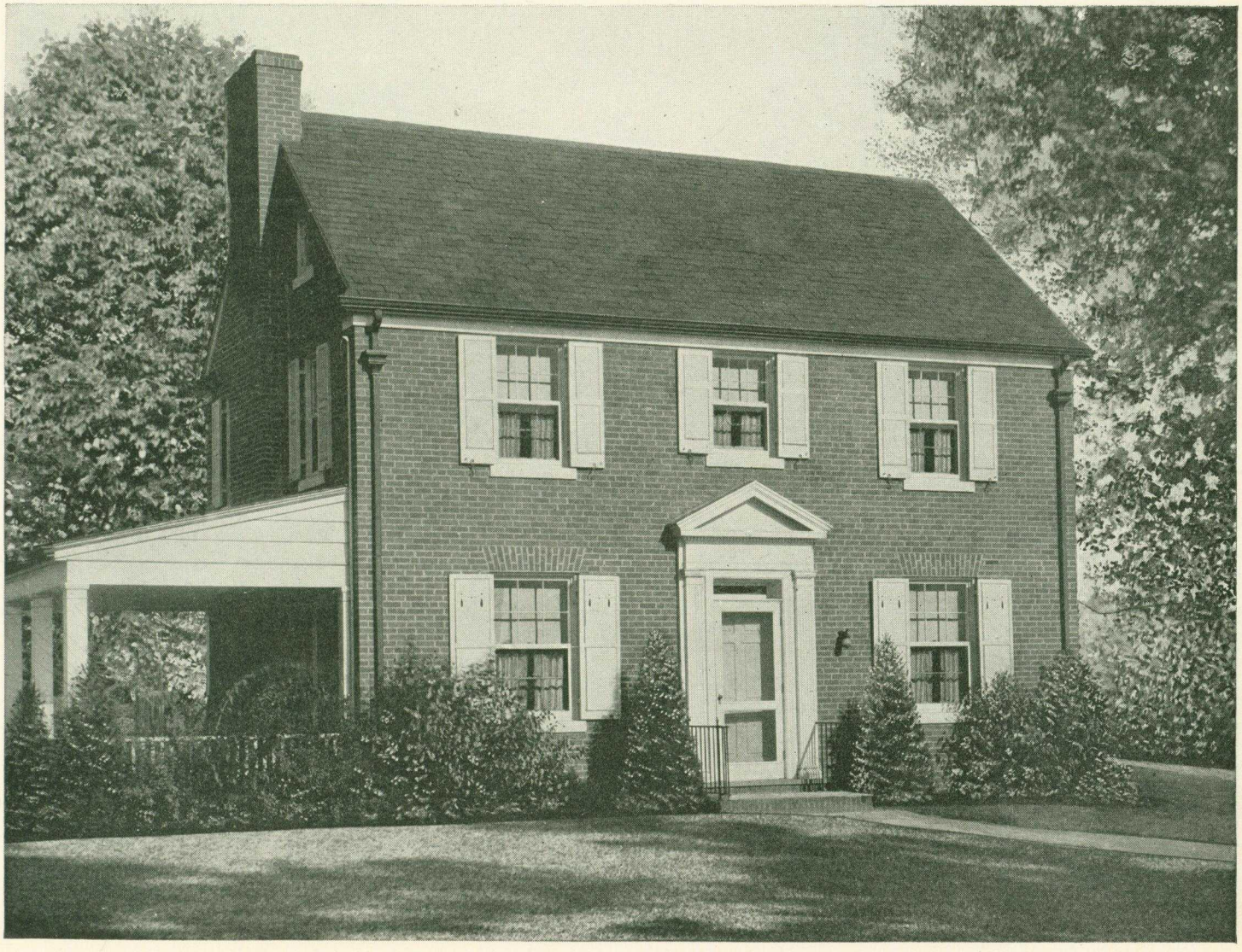
It is only once in a generation that some home-lover dreams out a design like the Gladstone. Here in a straight two-story brick is found polish and refinement seldom seen in homes even near its construction cost.

* *

Two Other Floor Plans On Request

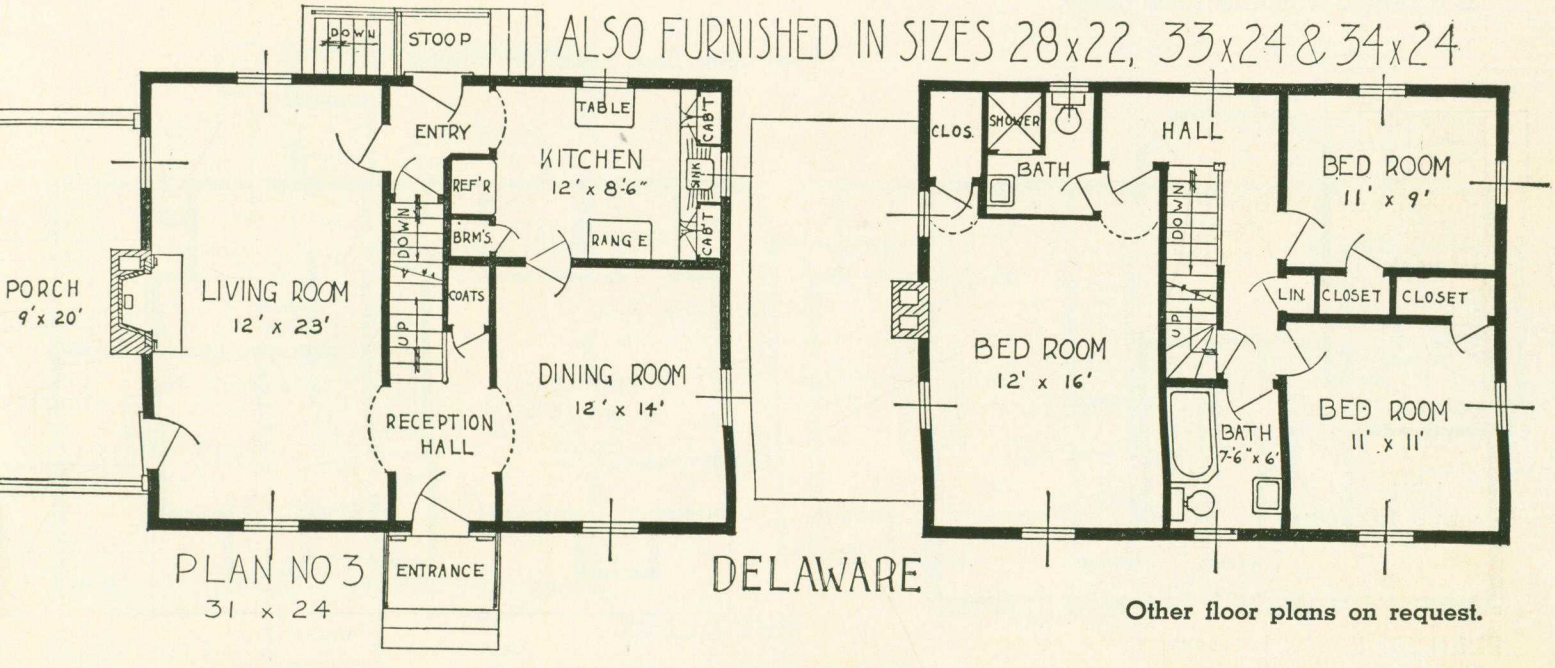


All plans show full 7 ft. basements with inside and outside entrances.
First floor ceilings 8½ ft., second floor 8 feet.



The DELAWARE

Permanent and substantial beauty is expressed in every line of the Delaware. It is typical of the oldest and best loved homes in America.



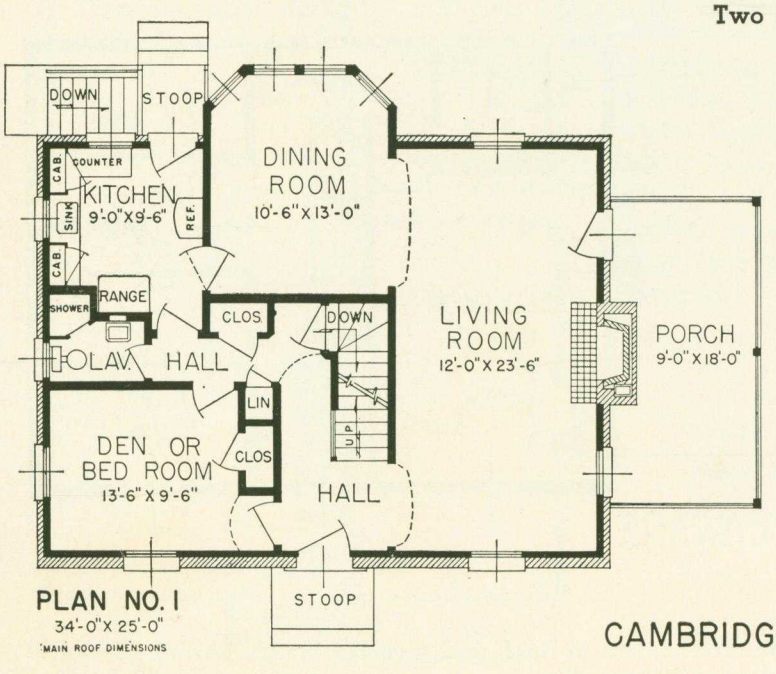
Other floor plans on request.

Our Standard Specifications Cover Every Item of Cost from Foundation to Roof, and give the inexperienced builder a new conception of good construction.

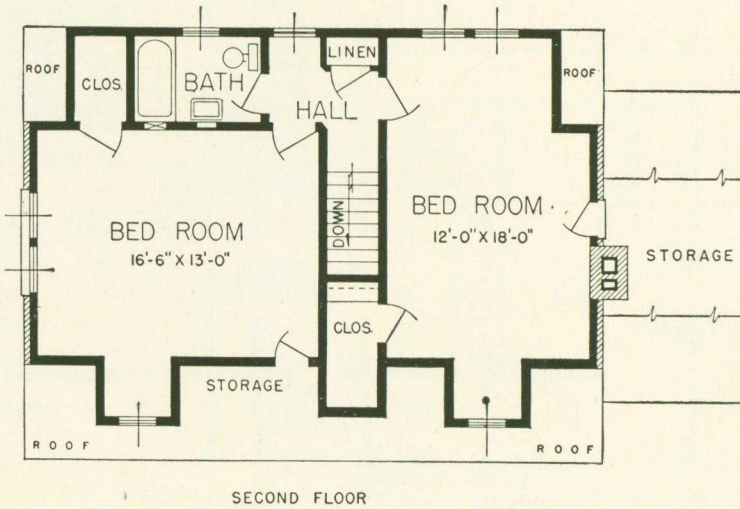
The CAMBRIDGE

Did you ever see such a lovely home? Did you ever see a floor plan with so many lovable features? Truly it is a classic within its price range.

Two other floor plans on request.



PLAN NO. 1
34'-0"X 25'-0"
*MAIN ROOF DIMENSIONS



SECOND FLOOR

CAMBRIDGE

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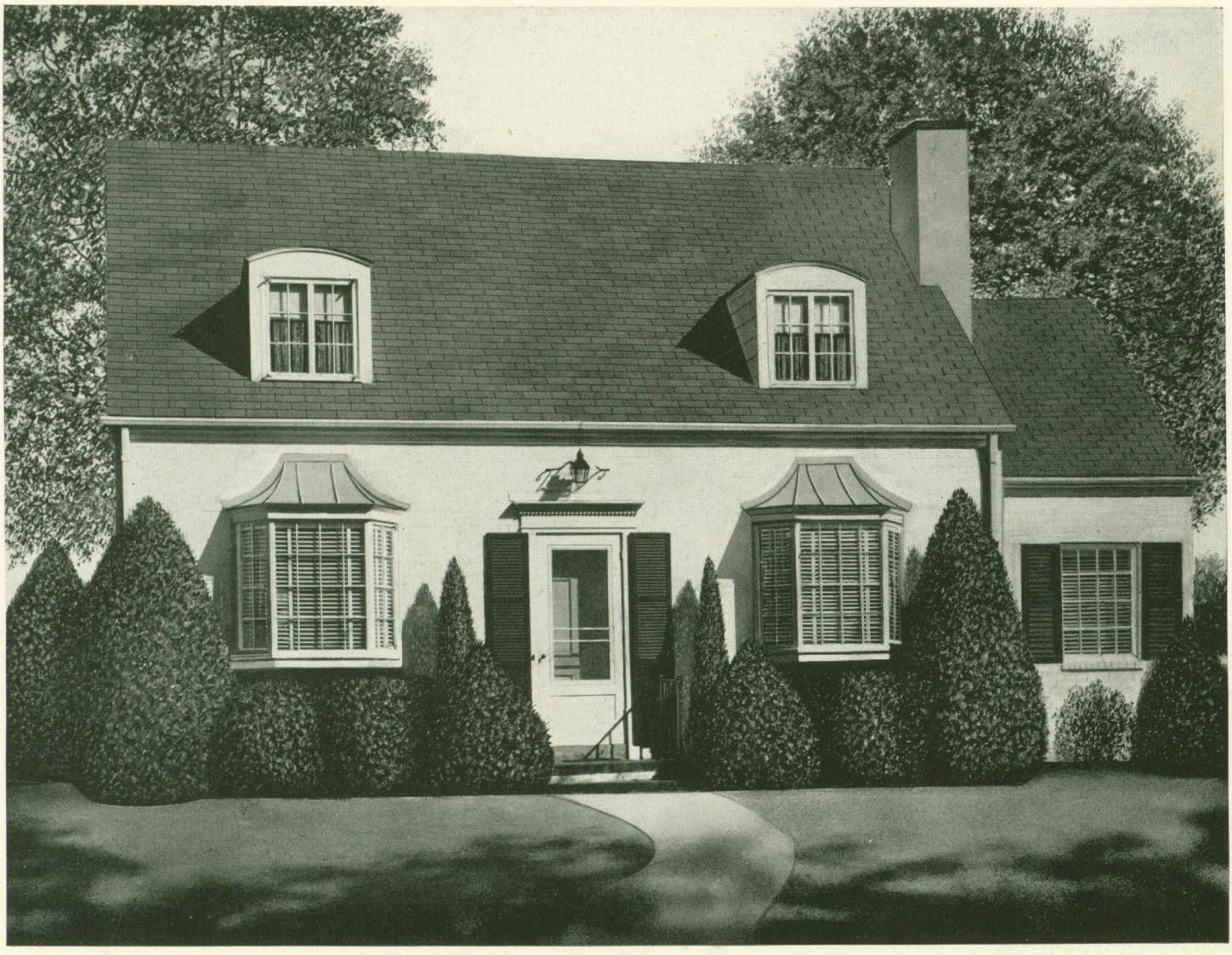
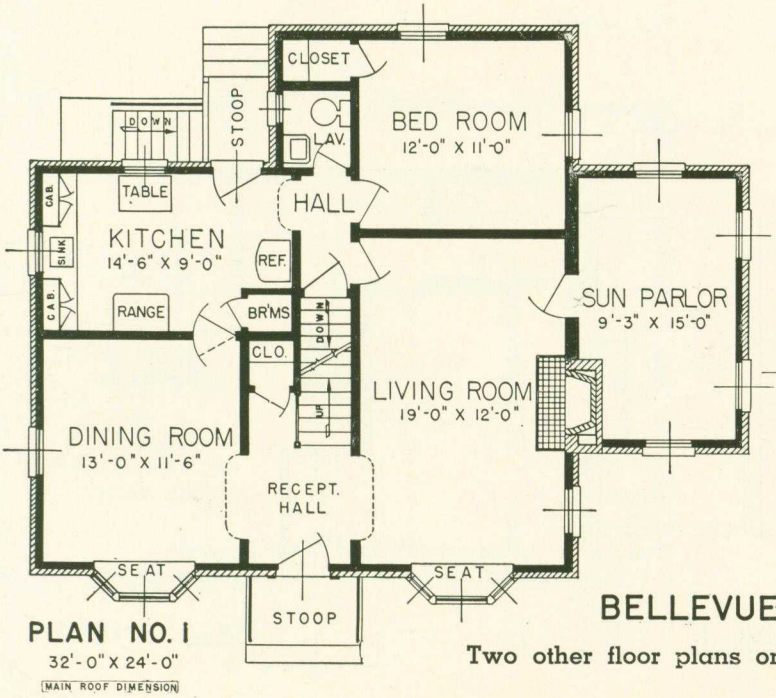
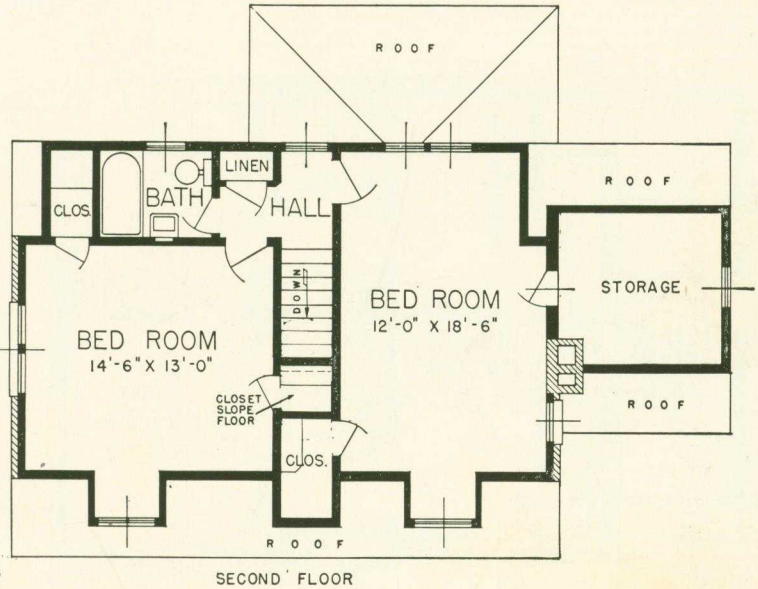


The Bellevue

For better living in a better community the Bellevue will satisfy the most discriminating. Every line suggests the best in modern architecture.



PLAN NO. 1
32'-0" X 24'-0"
MAIN ROOF DIMENSION

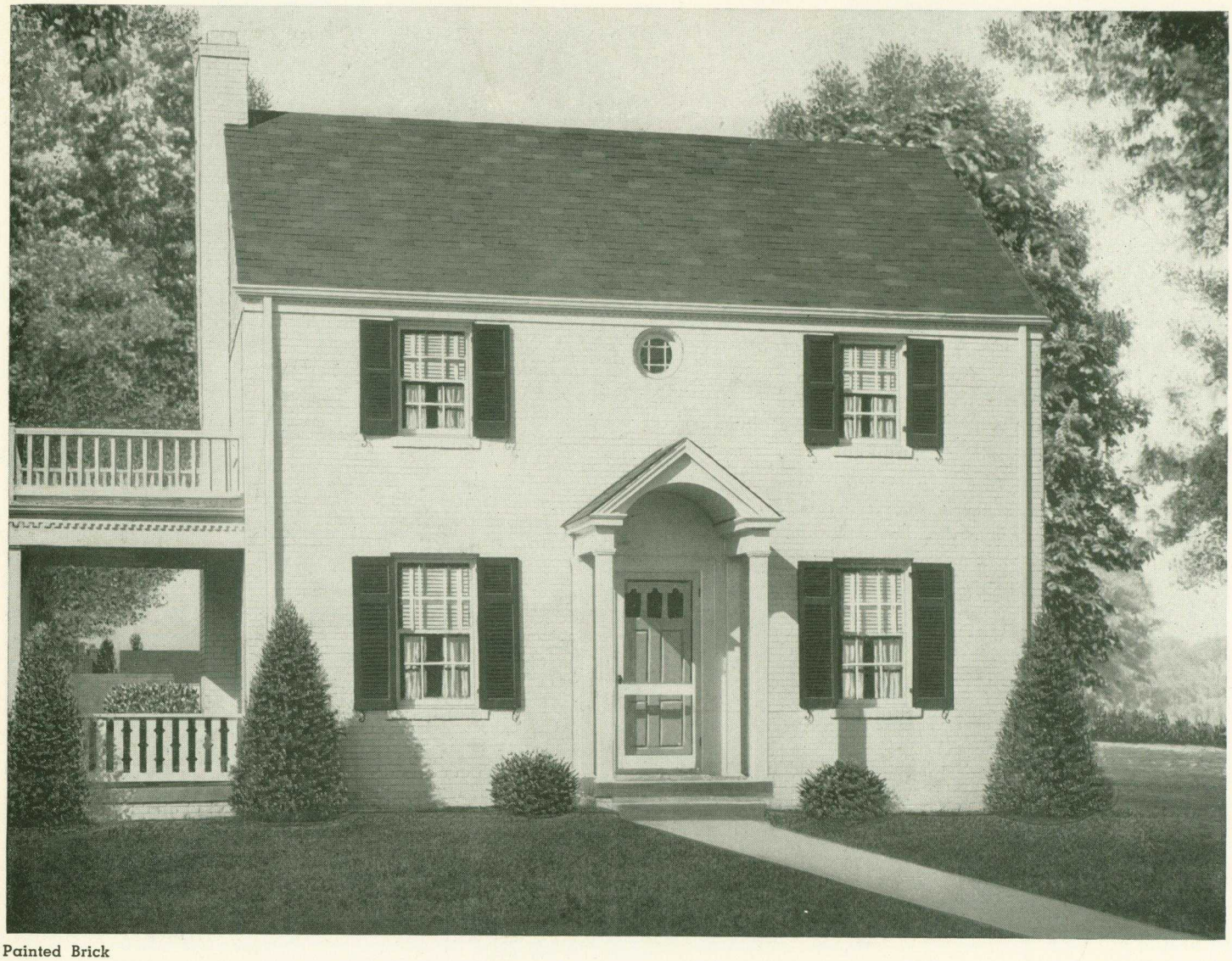


SECOND FLOOR

BELLEVUE

Two other floor plans on request.

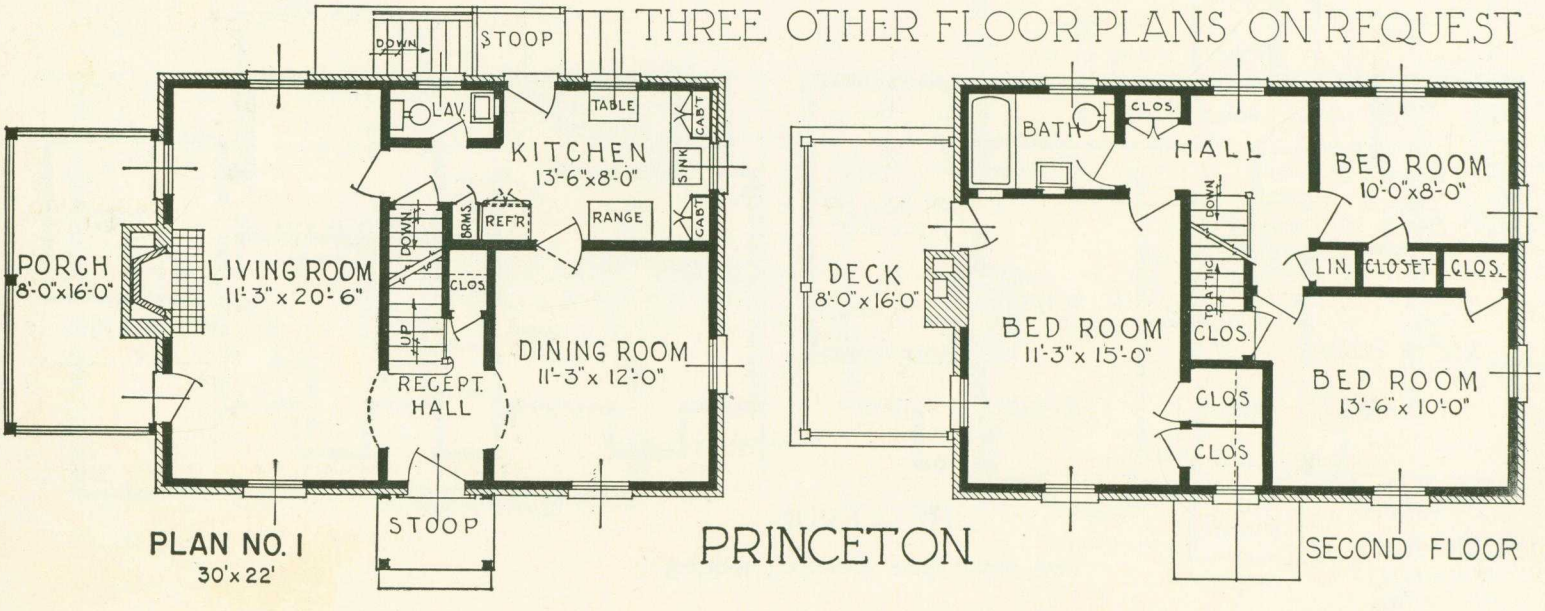
If you can pay rent you can pay for a home of your own.



Painted Brick

The PRINCETON

We take unusual pride in offering the Princeton to lovers of Colonial Architecture. It is strictly modern, without a suggestion of the Modernistic. It is stately and distinctive, and represents the best in small homes of lasting refinement.



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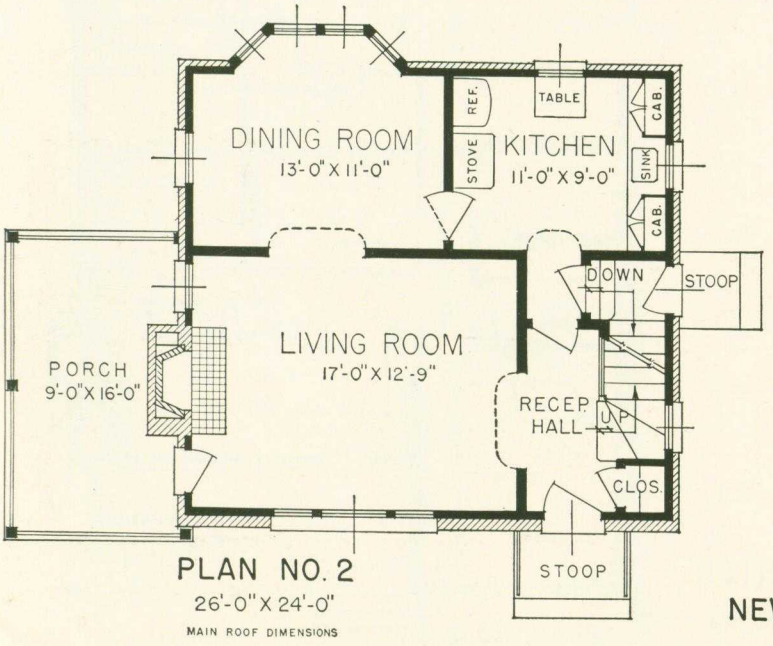
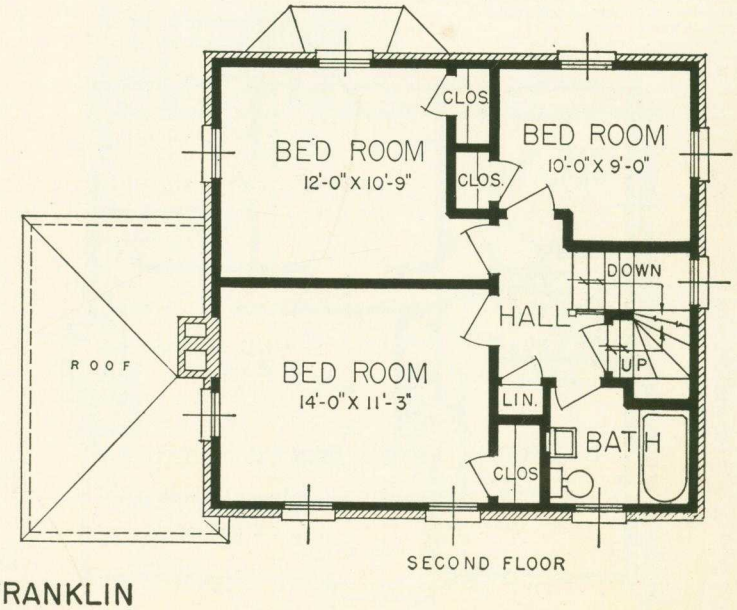
The New Franklin

For its dimensions the New Franklin cannot be surpassed as a small Colonial. Everything has been added that will mean home joy for a lifetime.

Three other floor plans on request.



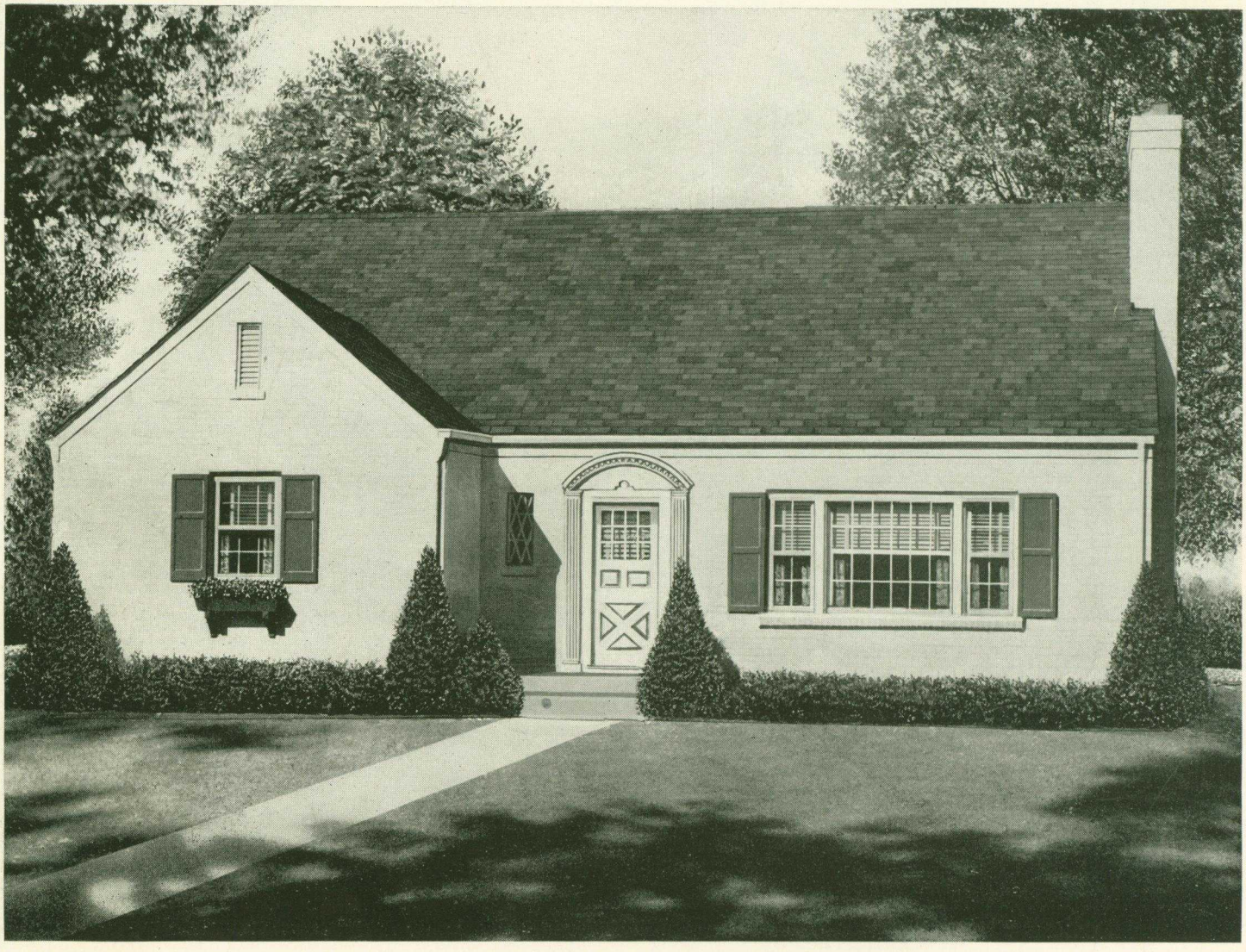
PLAN NO. 2
26'-0" X 24'-0"
MAIN ROOF DIMENSIONS



SECOND FLOOR

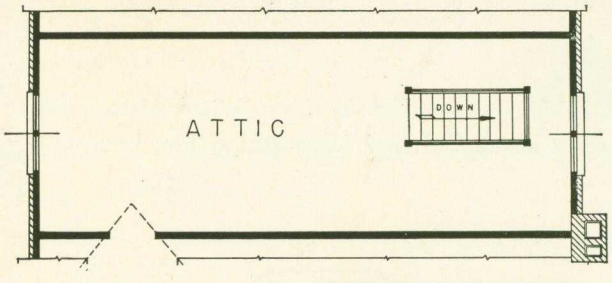
NEW FRANKLIN

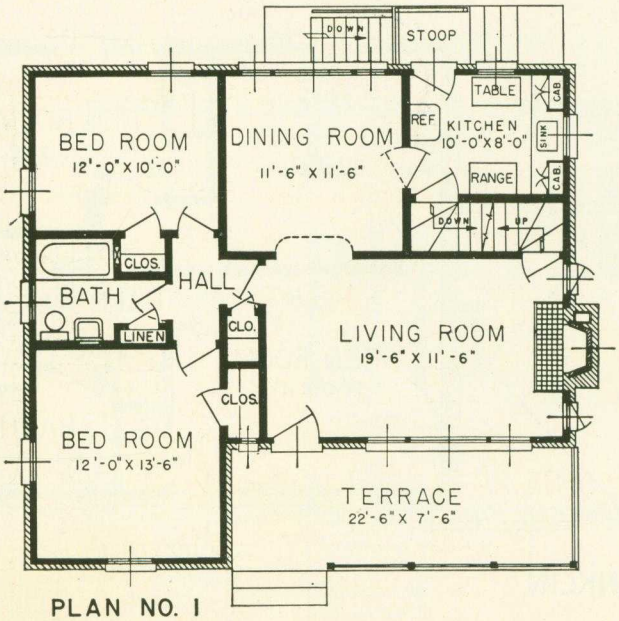
Infringements Allowed Only When Written Permission is Given.



The BRIGHTON

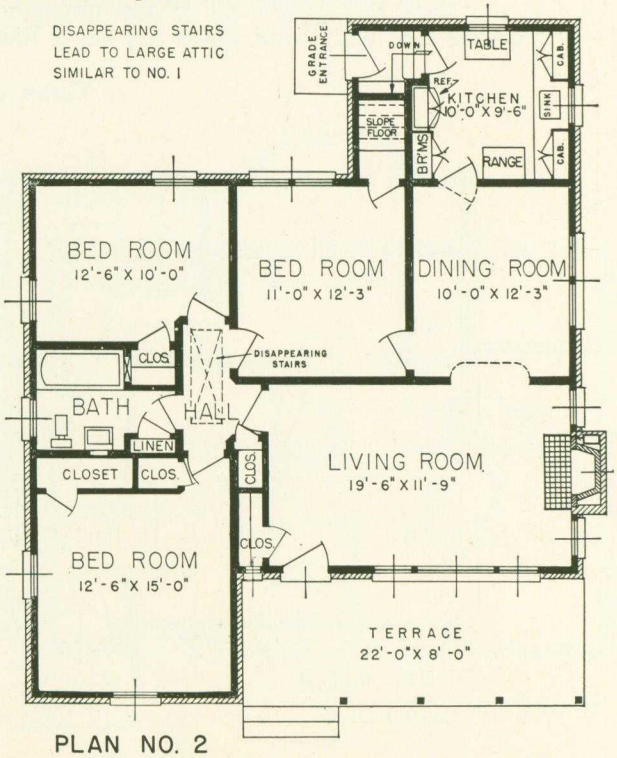
Are you looking for more brightness and good cheer in your home life? Here you will find it in abundance in The Brighton.





PLAN NO. 1
36'-0" X 24'-0"
MAIN ROOF DIMENSIONS

DISAPPEARING STAIRS
LEAD TO LARGE ATTIC
SIMILAR TO NO. 1

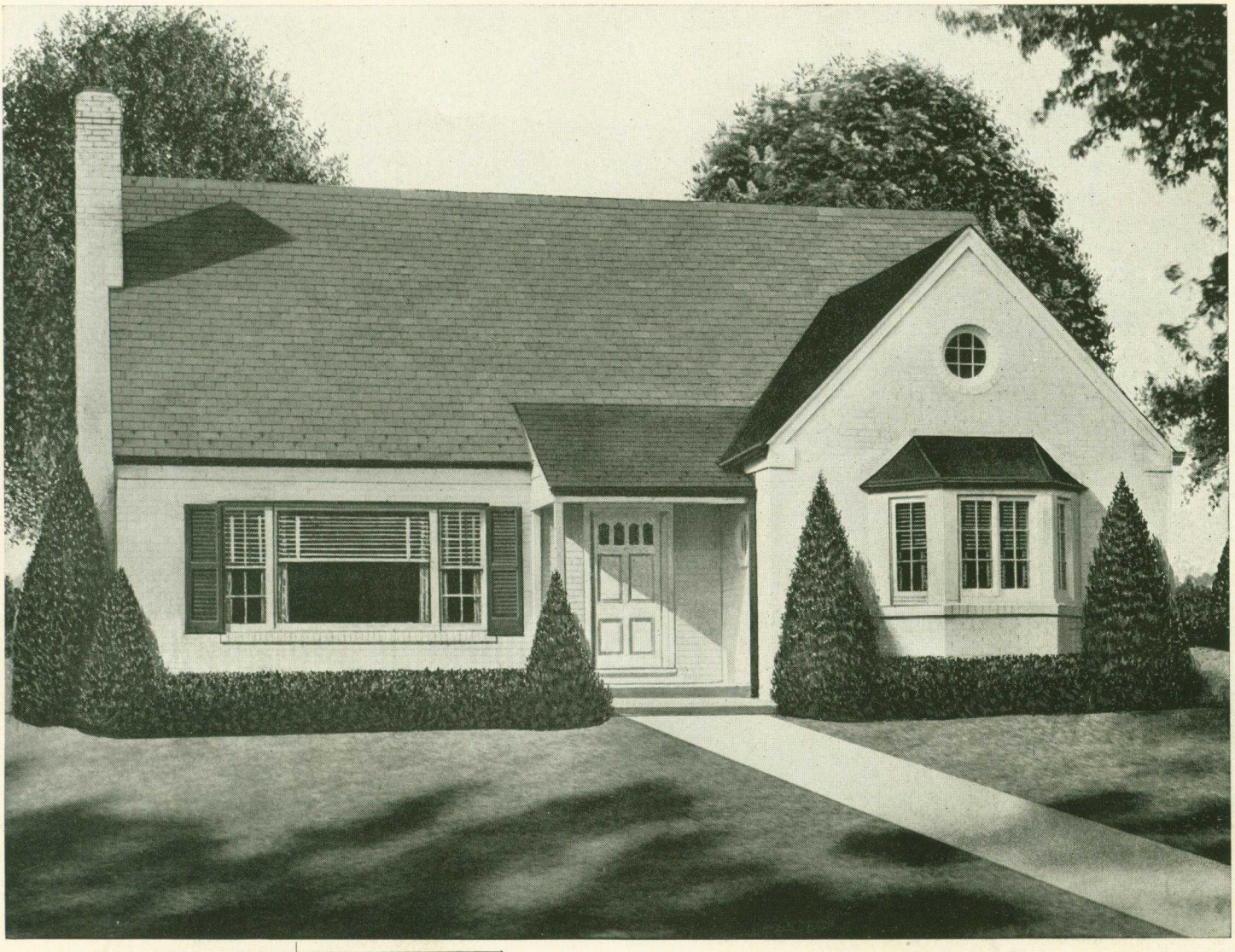


PLAN NO. 2
36'-0" X 26'-0"
MAIN ROOF DIMENSIONS

BRIGHTON

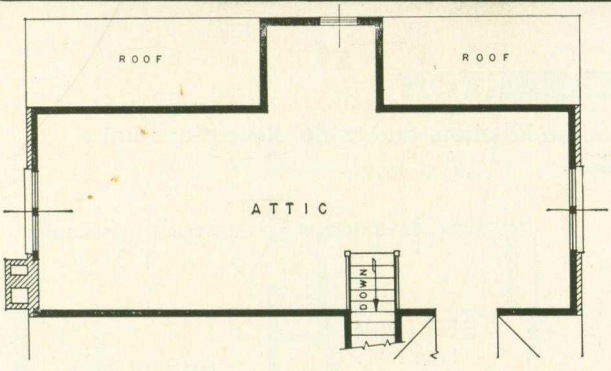
Two other floor plans on request.

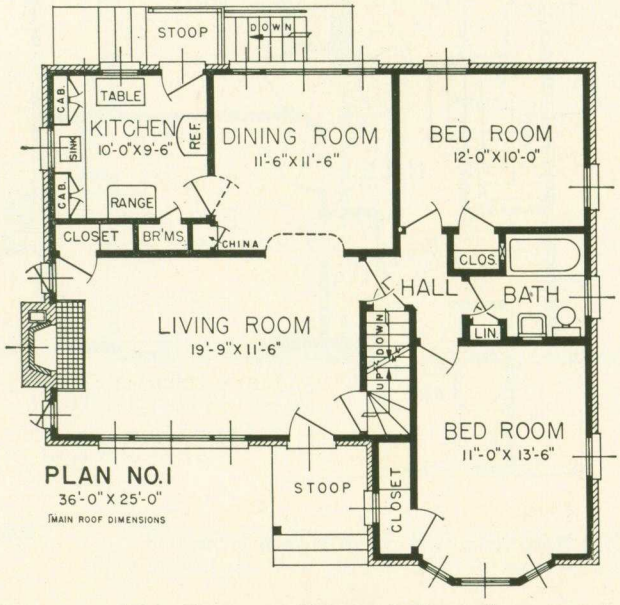
Complete plans and specifications in Duplicate for any one of our stock designs only $20:



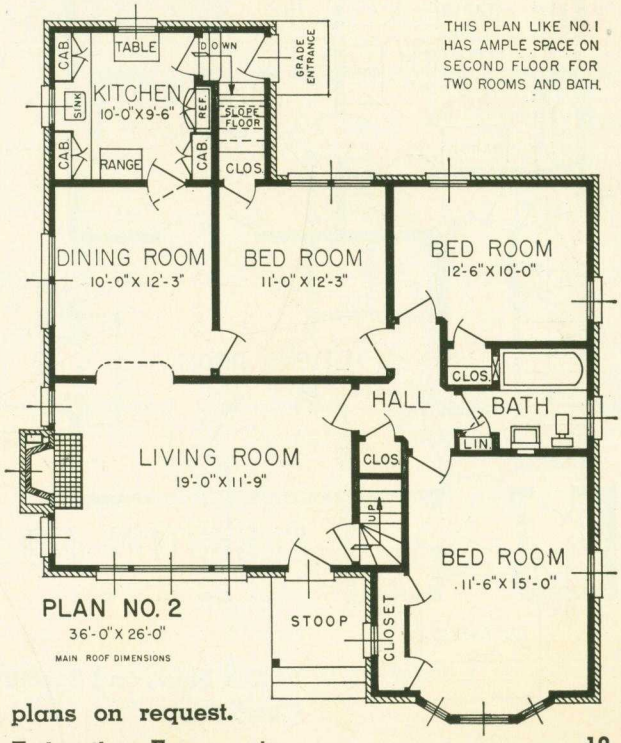
The KNOWLTON

In our modern way of life can we imagine greater comforts than can be found among the many fine features of The Knowlton? We can search in vain for faults in these faultless floor plans.





PLAN NO.1
36'-0" X 25'-0"
MAIN ROOF DIMENSIONS



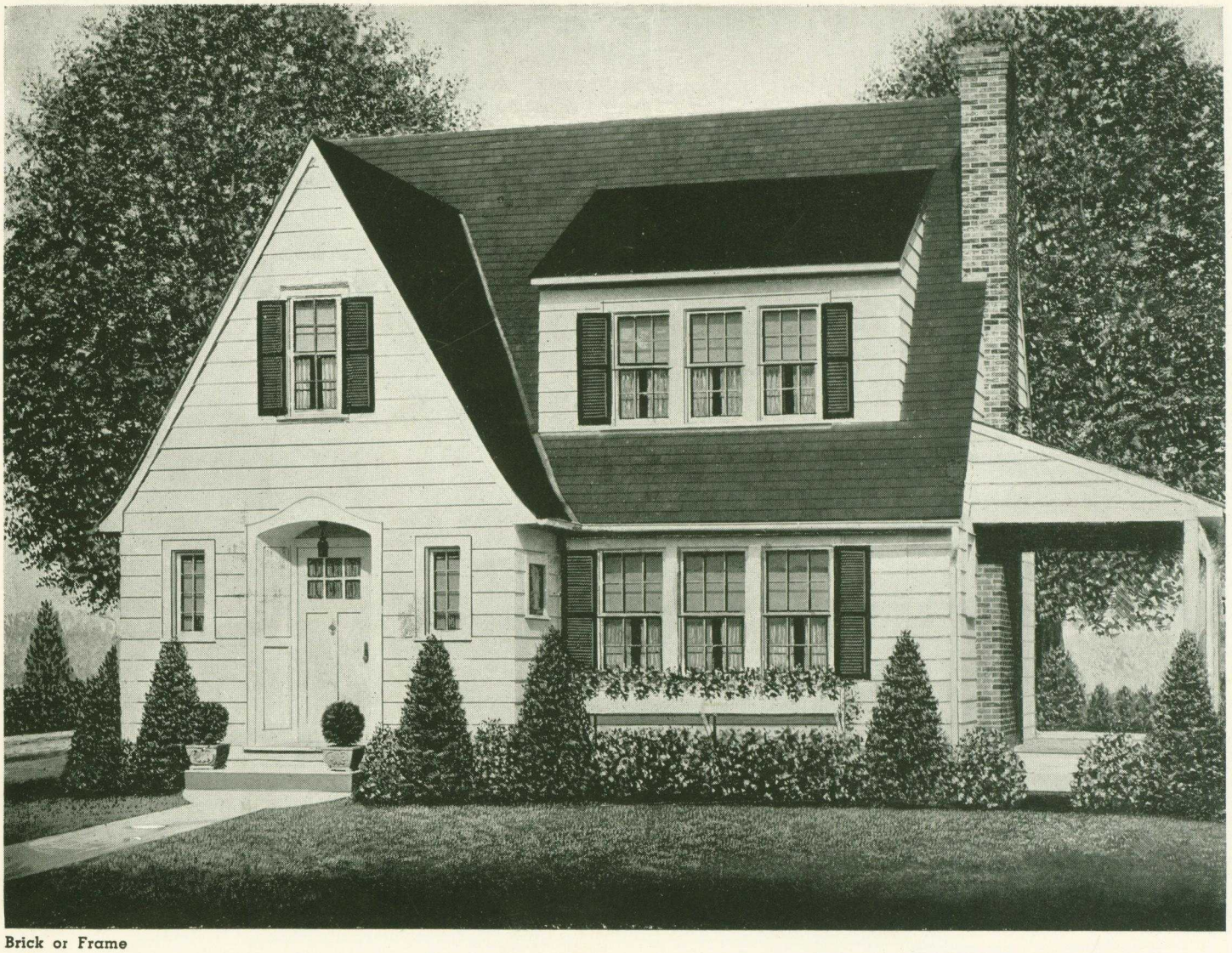
THIS PLAN LIKE NO.1 HAS AMPLE SPACE ON SECOND FLOOR FOR TWO ROOMS AND BATH.

PLAN NO. 2
36'-0"X 26'-0"
MAIN ROOF DIMENSIONS

KNOWLTON

Two other floor plans on request.

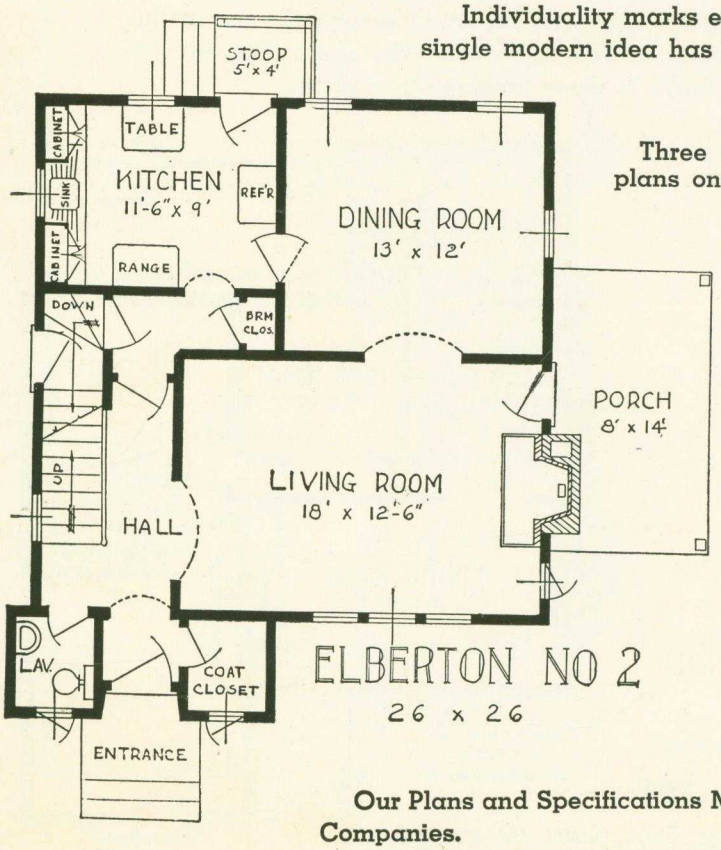
Four sets, $24; Six sets, $28, including Contractor's Agreement, Cost Estimating Forms, etc.



Brick or Frame

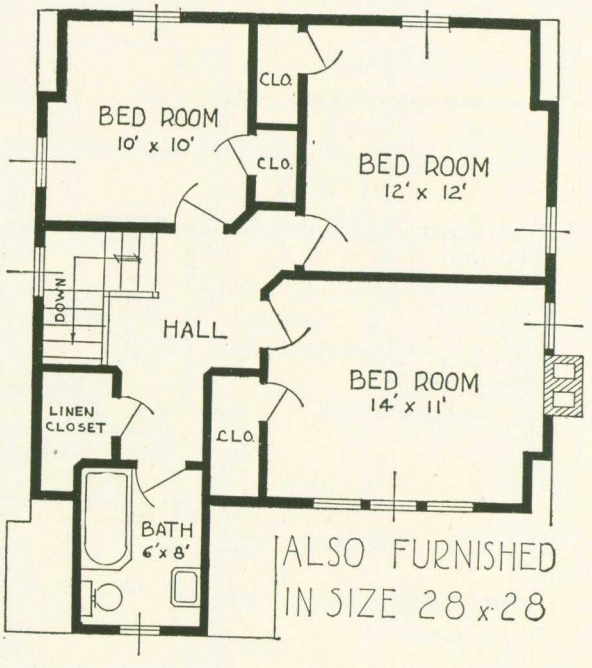
The ELBERTON

Individuality marks every line of the Elberton, and in the floor plans not a single modern idea has been omitted.



ELBERTON NO 2
26 x 26

Three other floor plans on request.



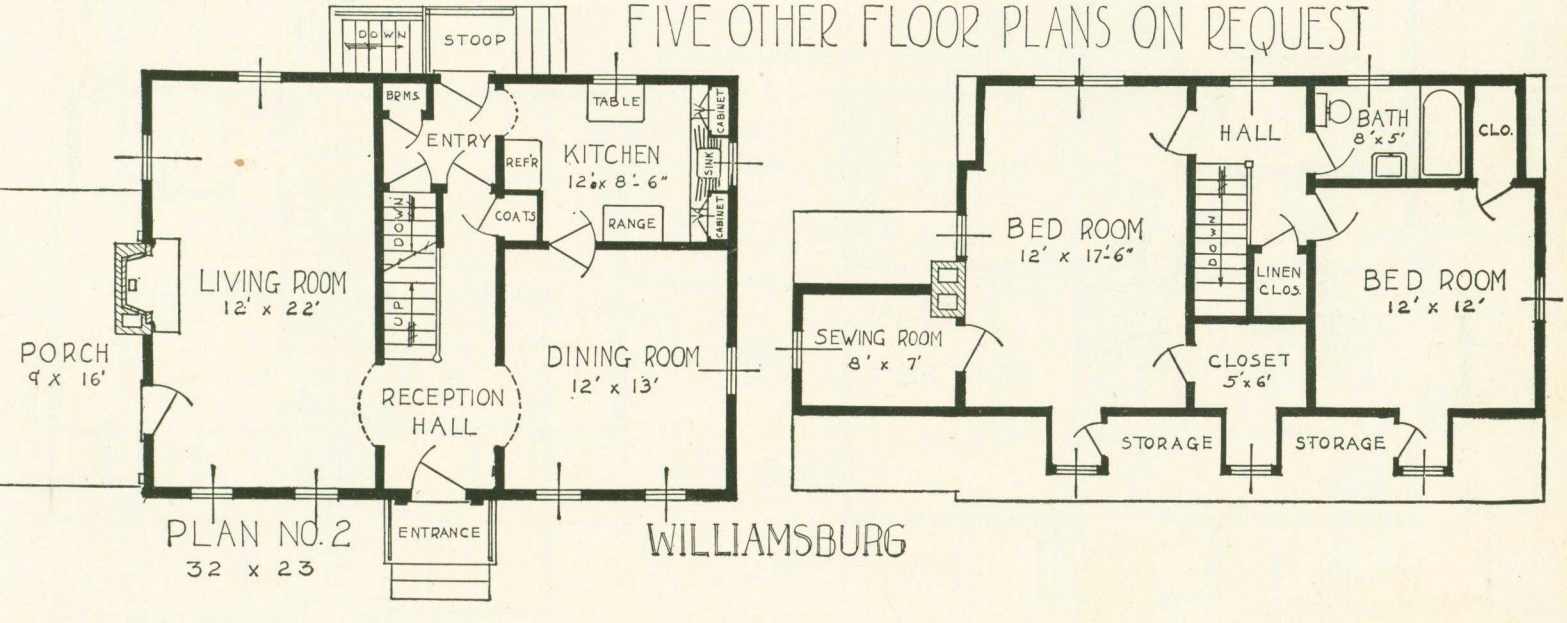
ALSO FURNISHED
IN SIZE 28 x 28

Our Plans and Specifications Meet the Rigid Requirements of all Home Loan Companies.

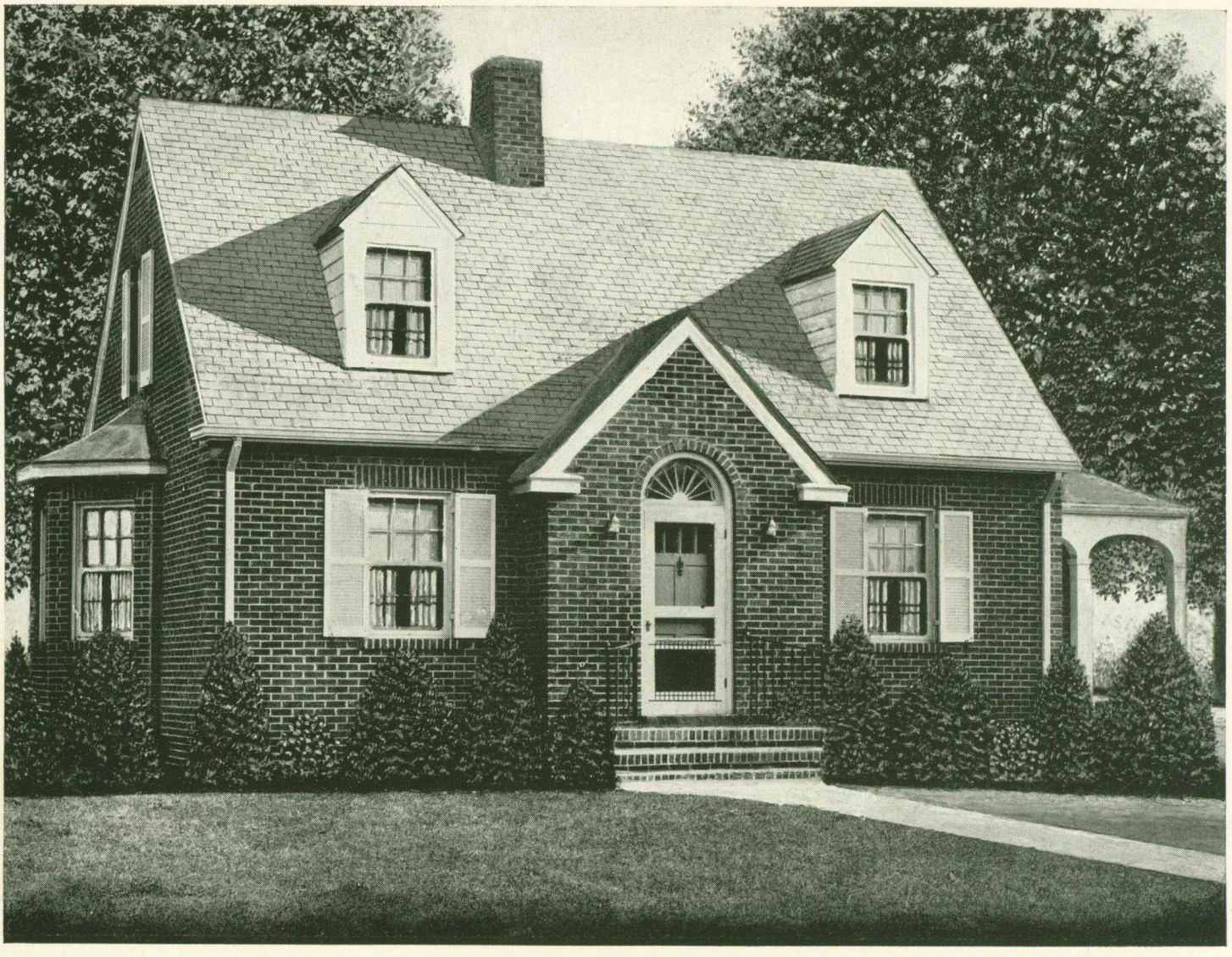
Painted Brick

The WILLIAMSBURG

A true copy of the Williamsburg Colonial type cottage on which Mr. Rockefeller, Jr., has spent so much at Williamsburg, Va., to restore.

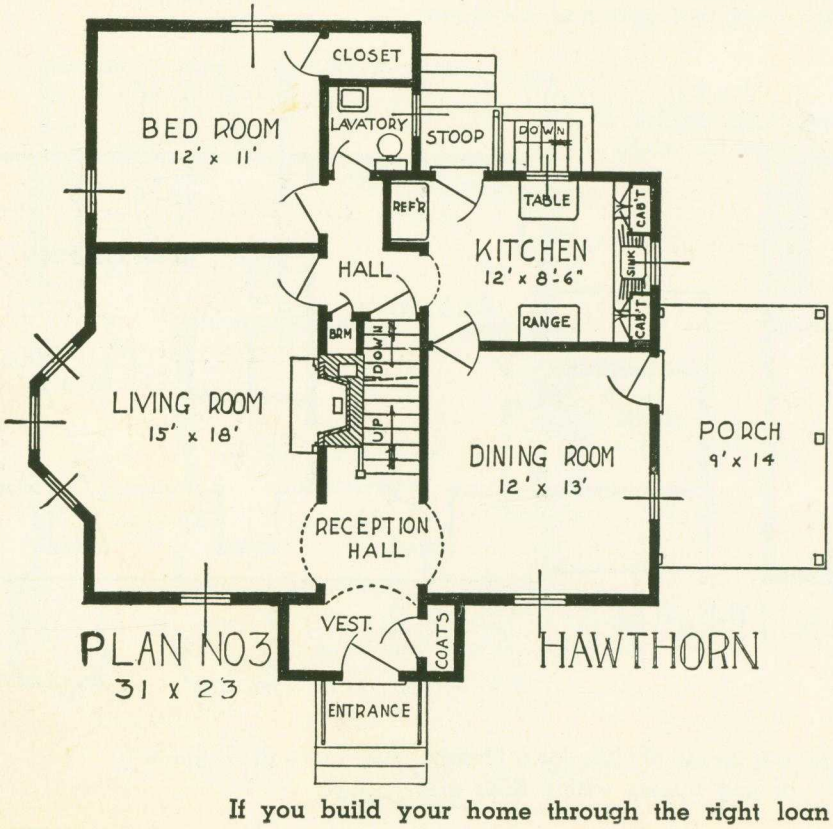


Because our house designs are types that do not go out of style for a lifetime, they have the highest loan value as well as the highest resale value of any homes within their price range.

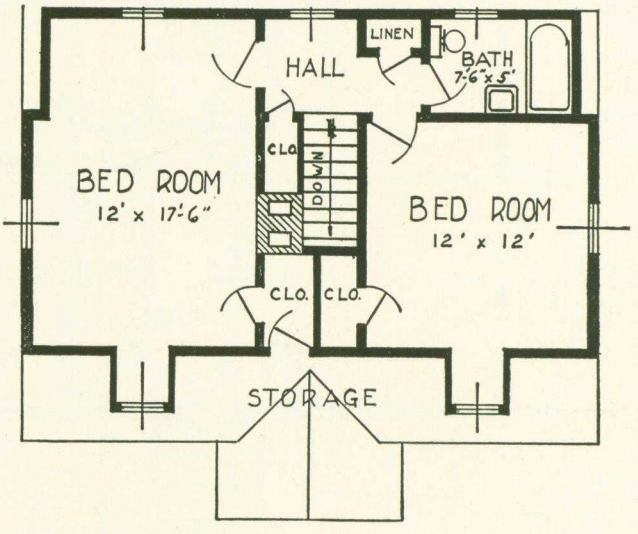


The HAWTHORN

The Hawthorn is a Cape Cod cottage of striking appeal and unusual interest. It will stand as a home of distinction on any street in any part of the country.



FOUR OTHER FLOOR PLANS
GLADLY FURNISHED ON REQUEST



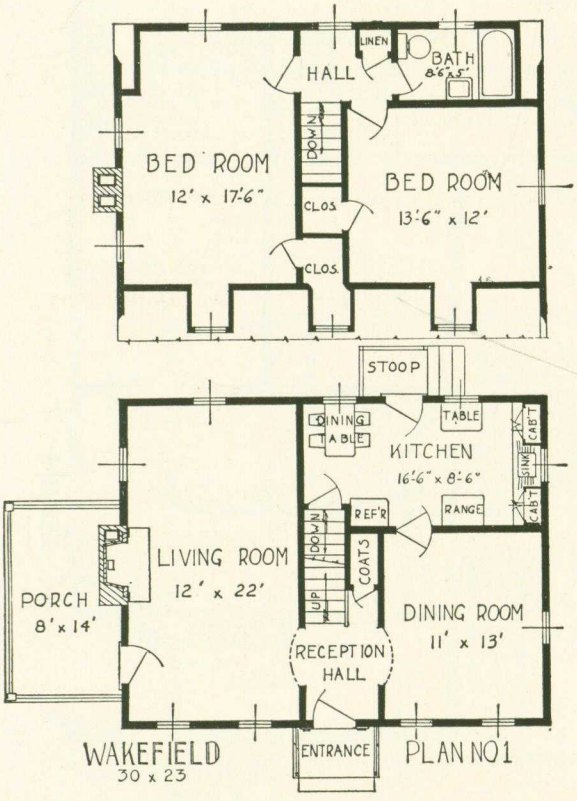
If you build your home through the right loan plan, your monthly payments should be no more

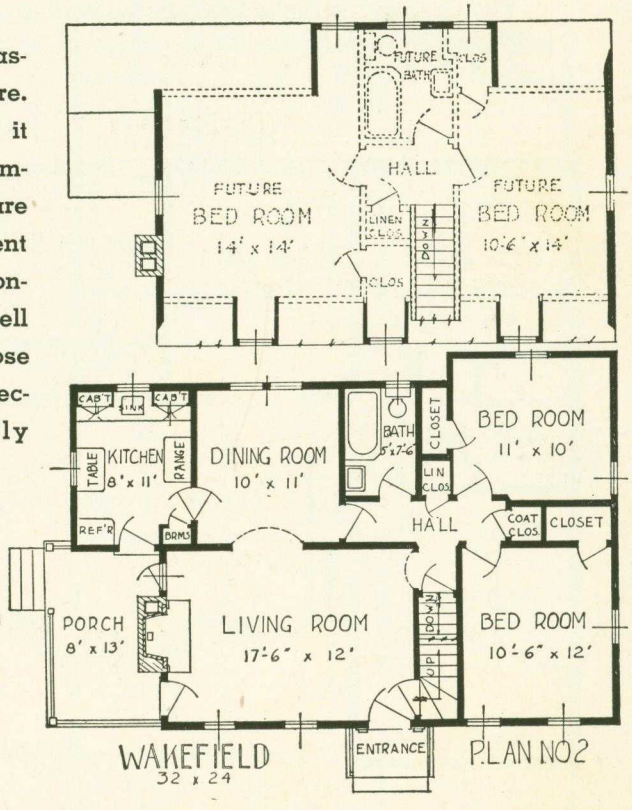
Ask for a copy of Folder "F" in

The WAKEFIELD

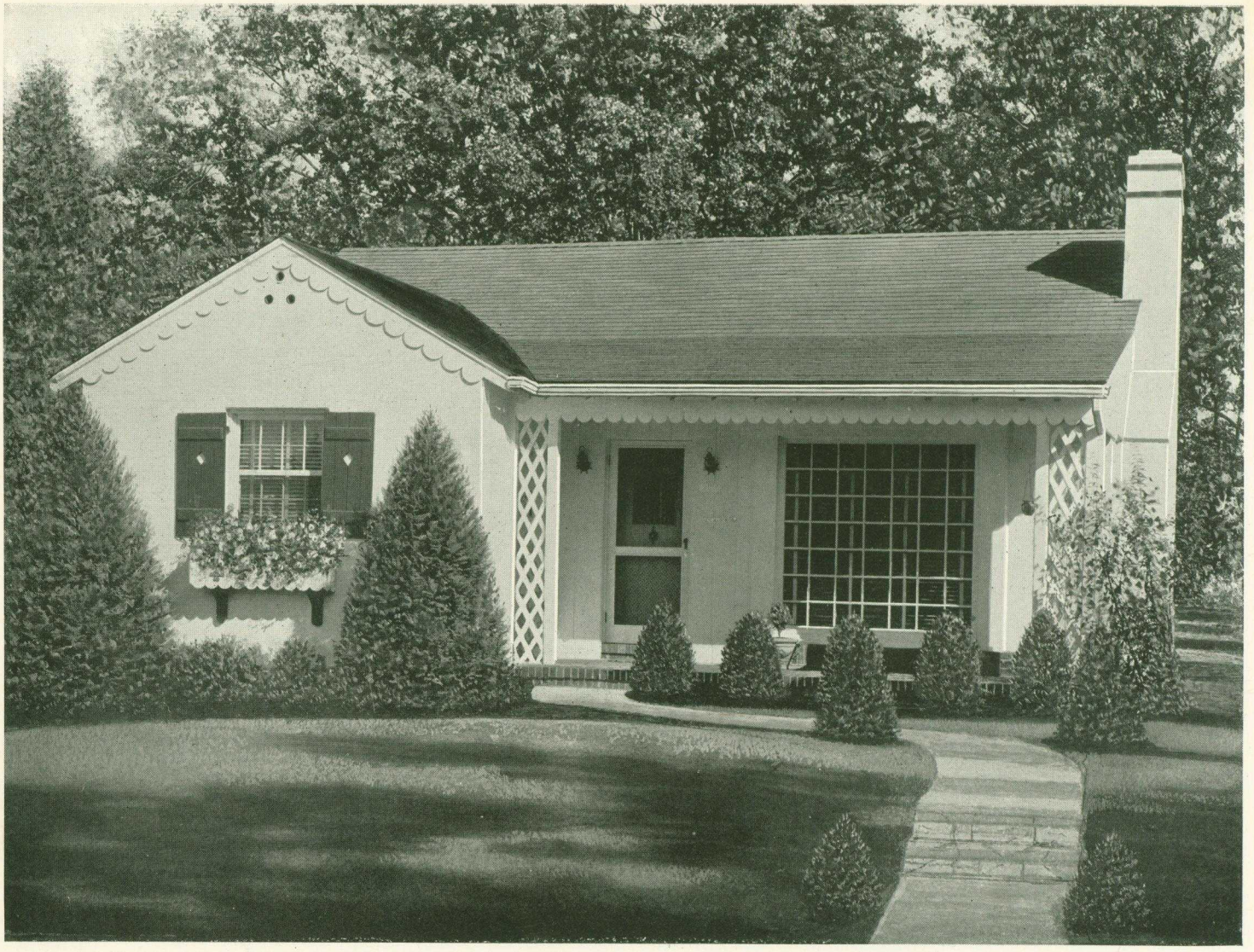
The Wakefield is a masterpiece in architecture. Its individuality causes it to stand alone in any community as a home of rare grace and permanent beauty; and yet its construction cost is well within the means of those contemplating the erection of a moderately priced home.

Two other floor plans gladly furnished on request.





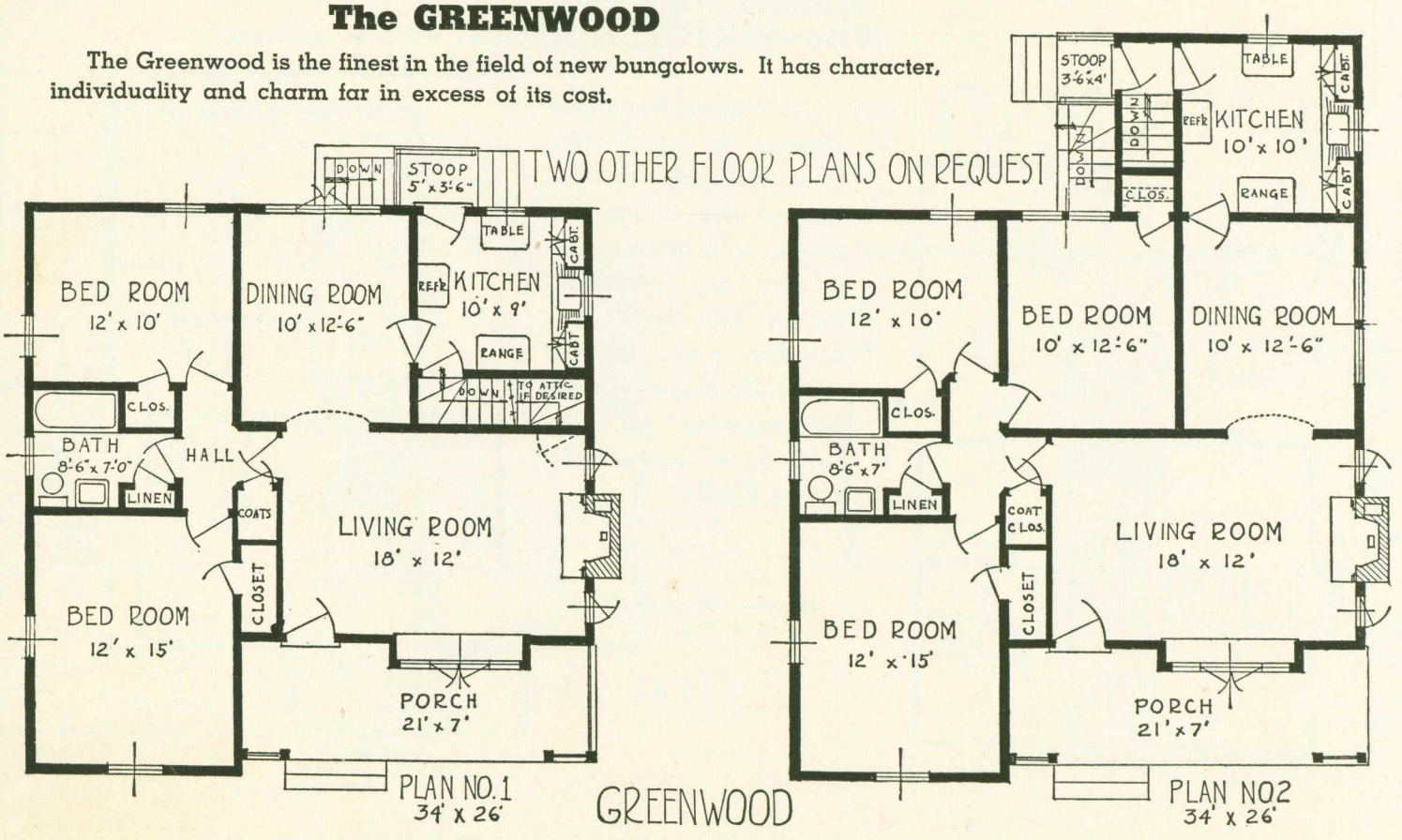
than rent. In addition, about half of your payments will be placed to your credit as a saving. which home financing is made plain.



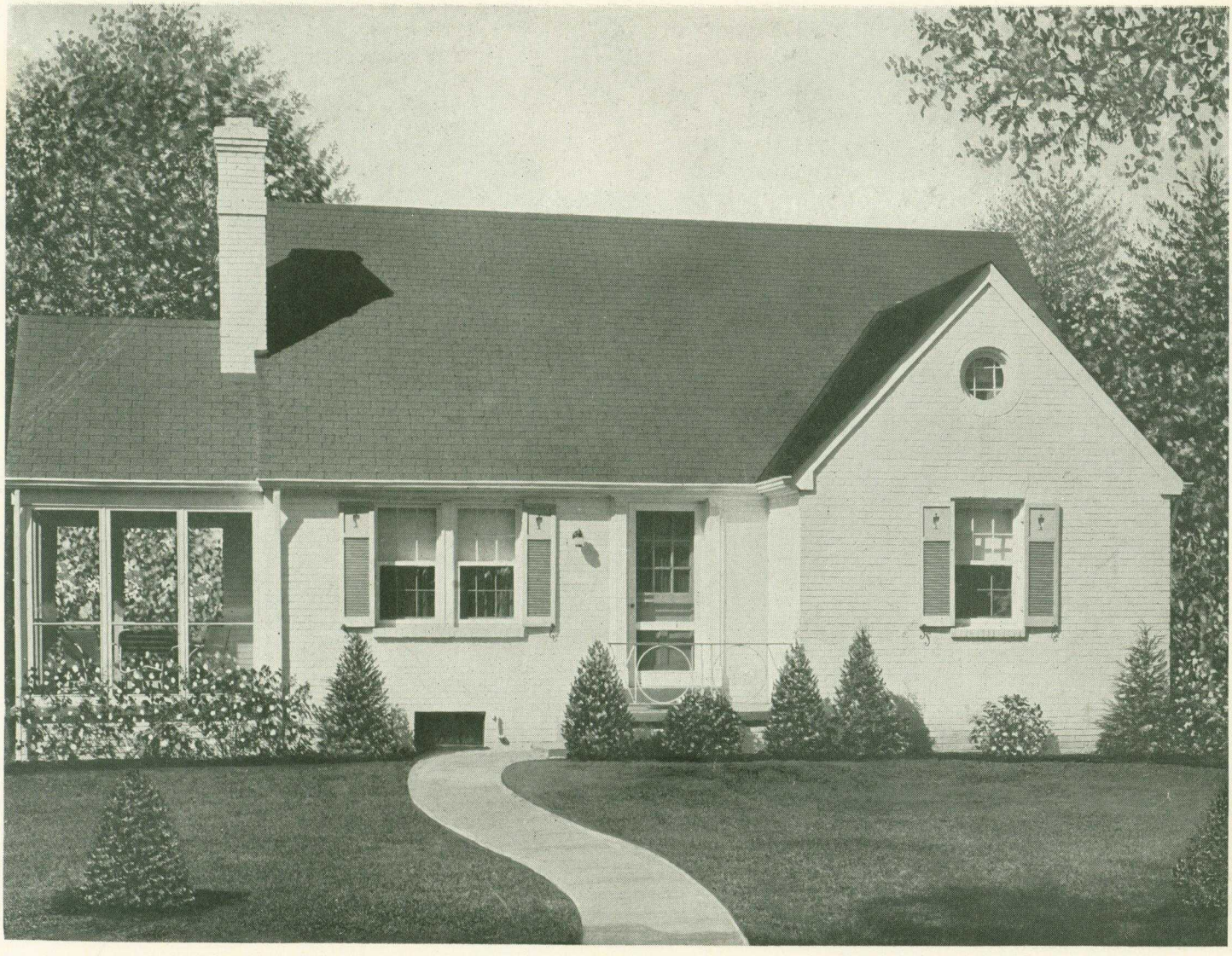
Painted Brick

The GREENWOOD

The Greenwood is the finest in the field of new bungalows. It has character, individuality and charm far in excess of its cost.



At this time—the Spring of 1948—Brick construction runs about the same as Frame,



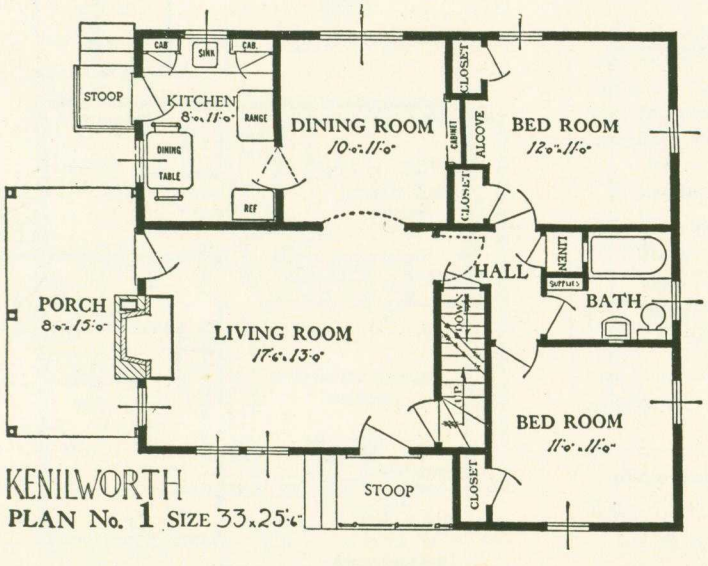
Painted Brick

The KENILWORTH

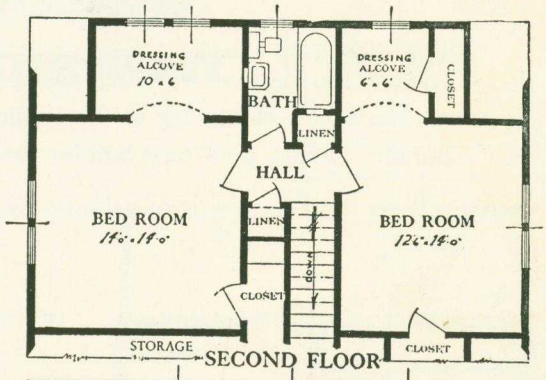
The Kenilworth is kindly, as well as lovely. It suggests refinements of every nature, not only good clean construction but cleanliness and peace in the home life.

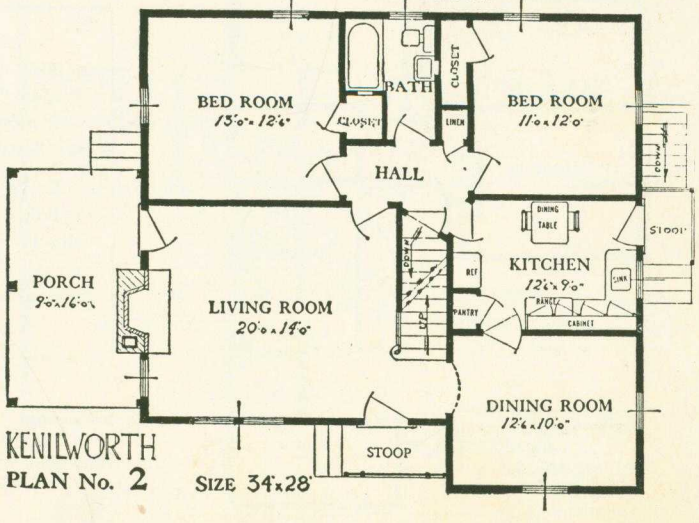
The second floor plan for No. 1 is practically the same as No. 2.

Two Other Floor Plans on Request



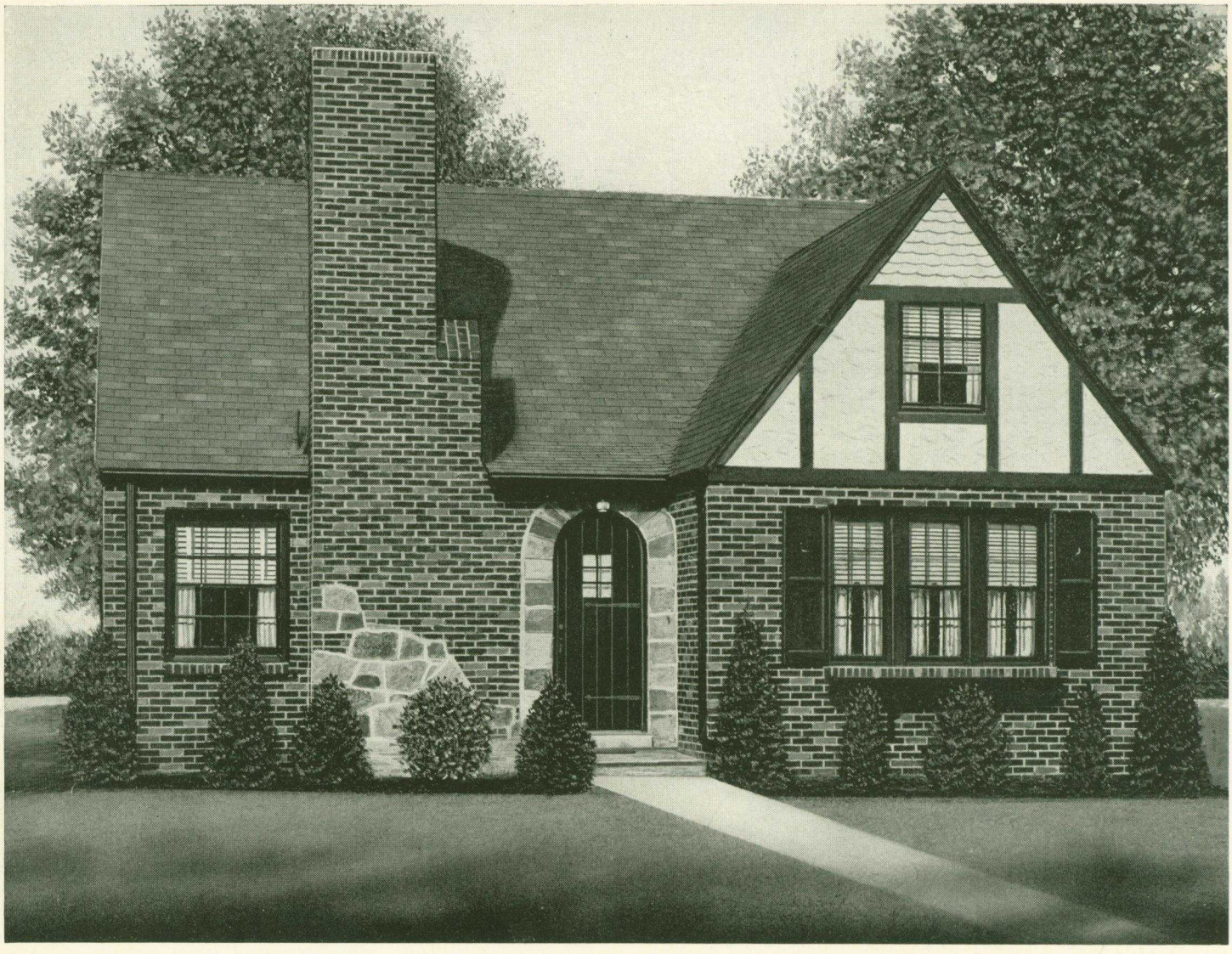
KENILWORTH
PLAN No. 1 SIZE 33'x25'-6"





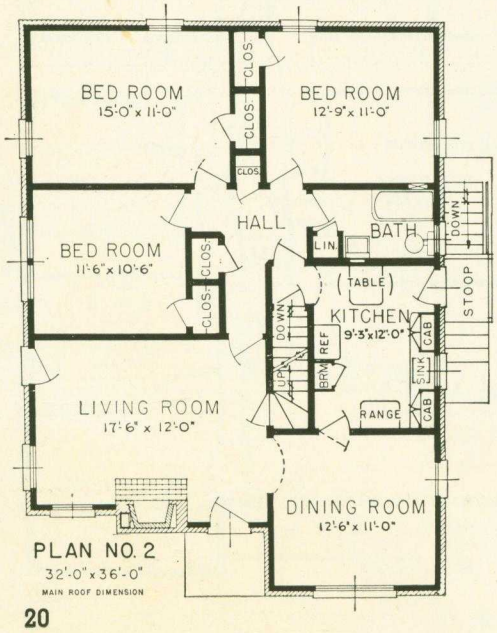
KENILWORTH
PLAN No. 2 SIZE 34'x28'

as an itemized cost estimate will show. **Ask for Folder "C" on this subject.**



The BURLINGTON

The touch of dignity of the Burlington, coupled with its artistic beauty, should give any builder great pride in ownership.

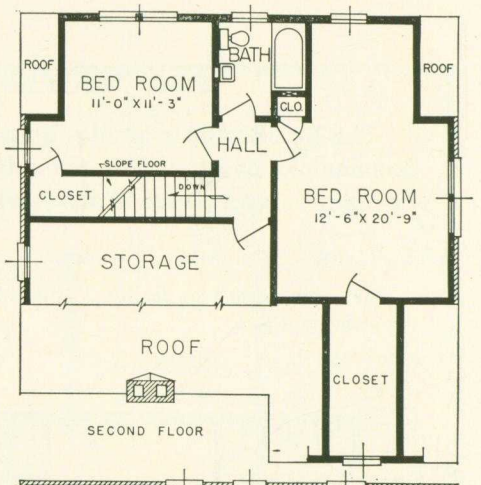


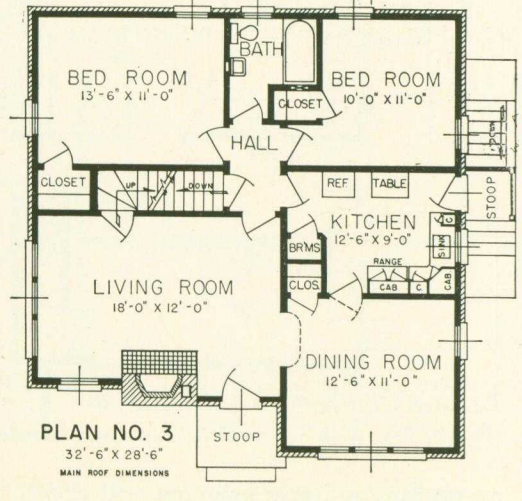
PLAN NO. 2
32'-0" x 36'-0"
MAIN ROOF DIMENSION

Ask for free copy of Folder "B"—9 Points that will help you build a Better Home at Lower Cost.

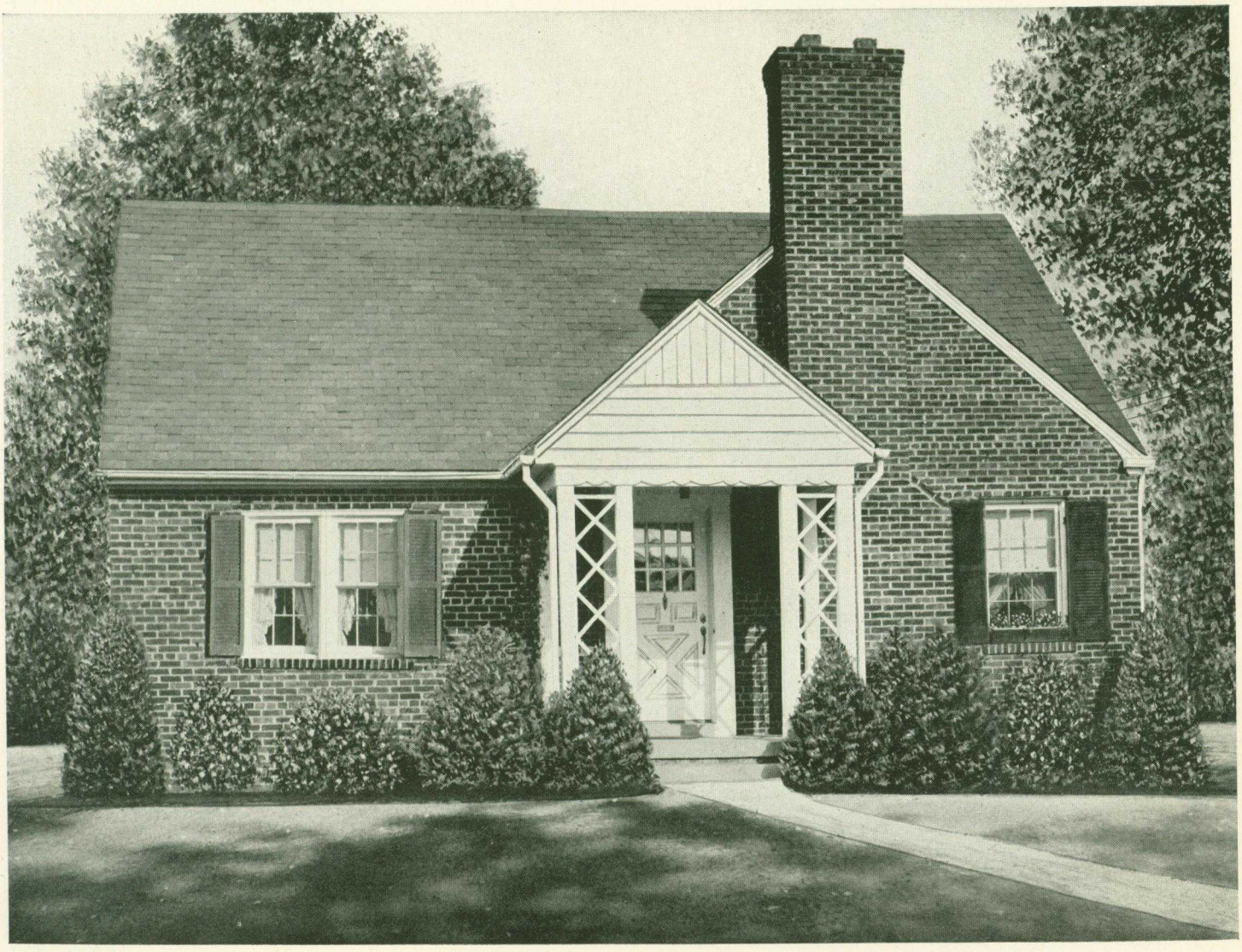
Every one considering building a new home should know the nine points of sound construction covered in Folder "B".

Two other floor plans gladly furnished on request.



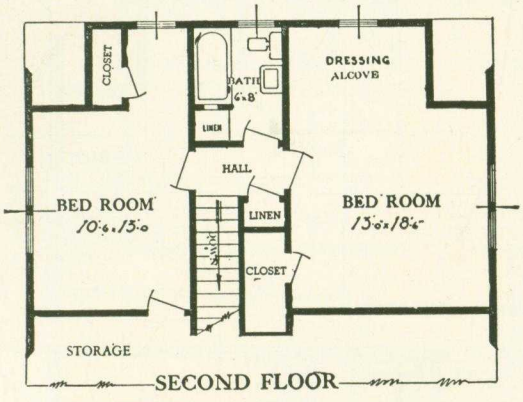


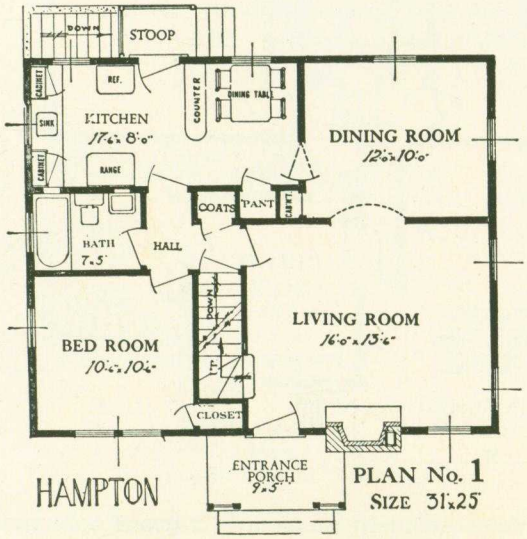
PLAN NO. 3
32'-6" x 28'-6"
MAIN ROOF DIMENSIONS



The HAMPTON

The Hampton is a happy combination of clever designing and thorough knowledge of sound construction. It is and will remain decidedly different.

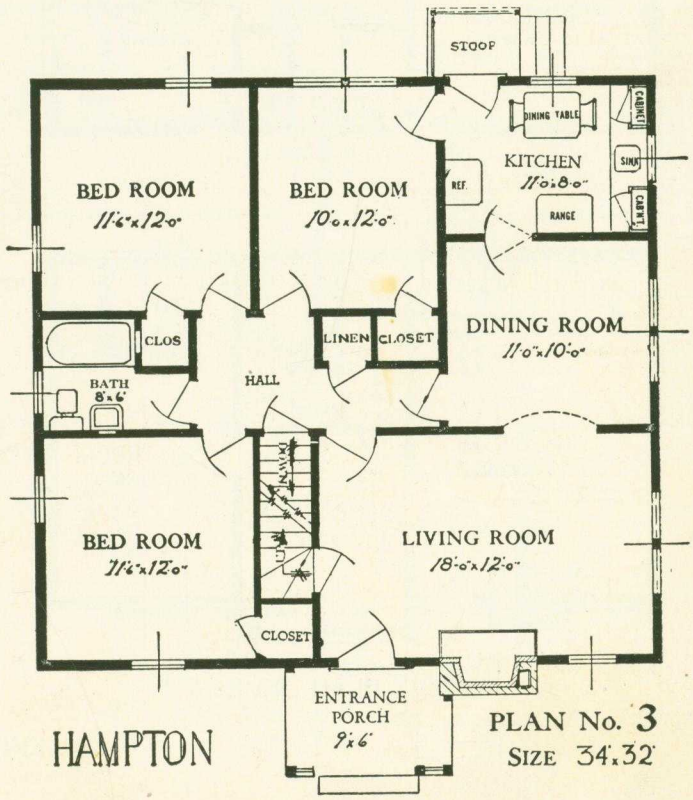


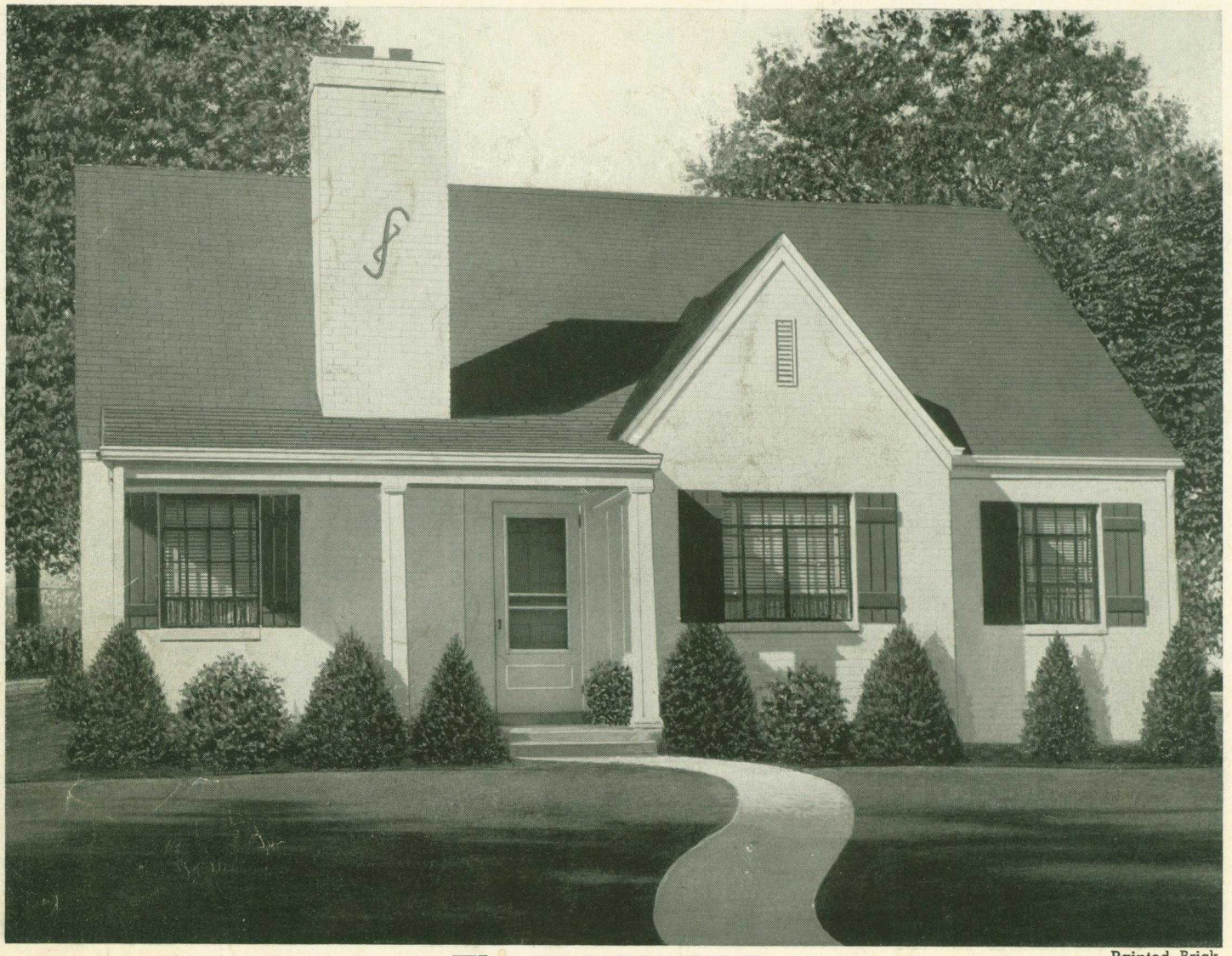


Ask for free copy of Folder "C"—Comparative Construction Cost of Small Homes.

This folder throws new light on present day construction costs, and also shows the difference in the cost of brick, frame, concrete block, prefabricated houses, etc.

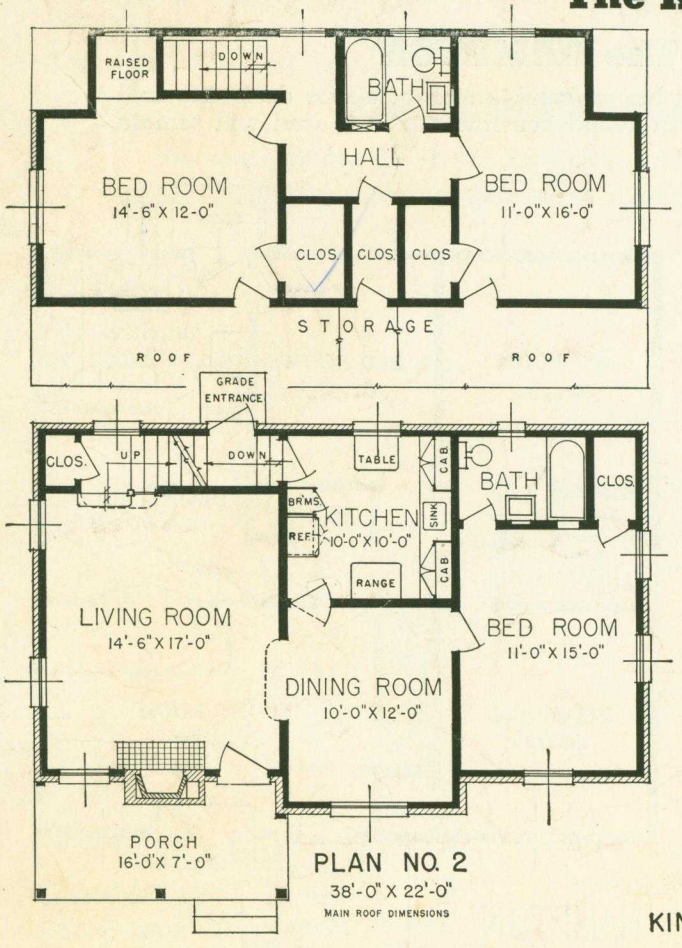
Two other plans on request.



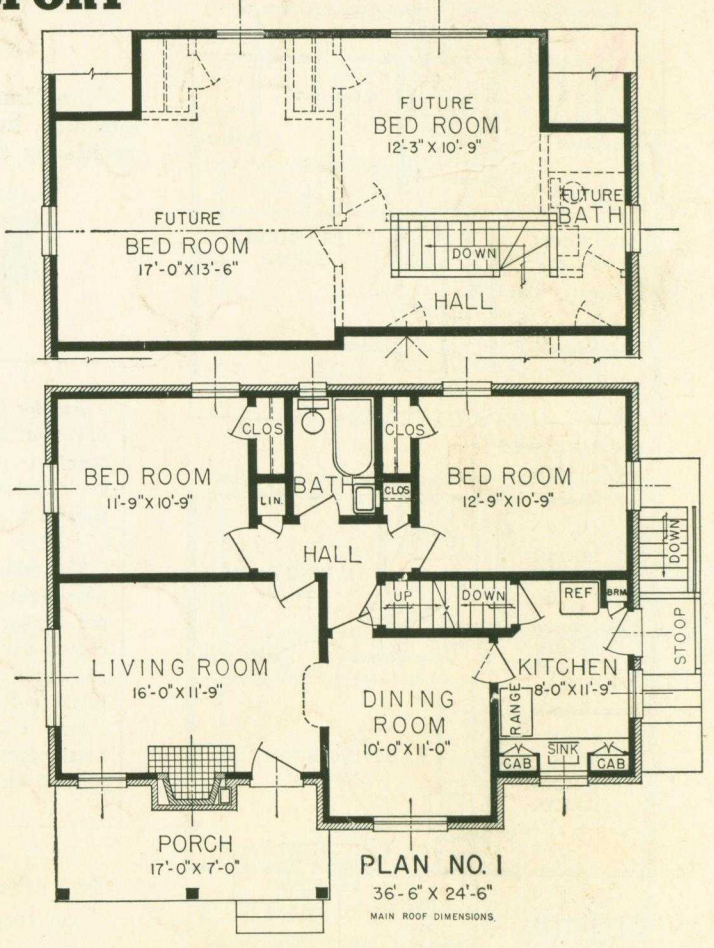


The KINGSPORT

Painted Brick

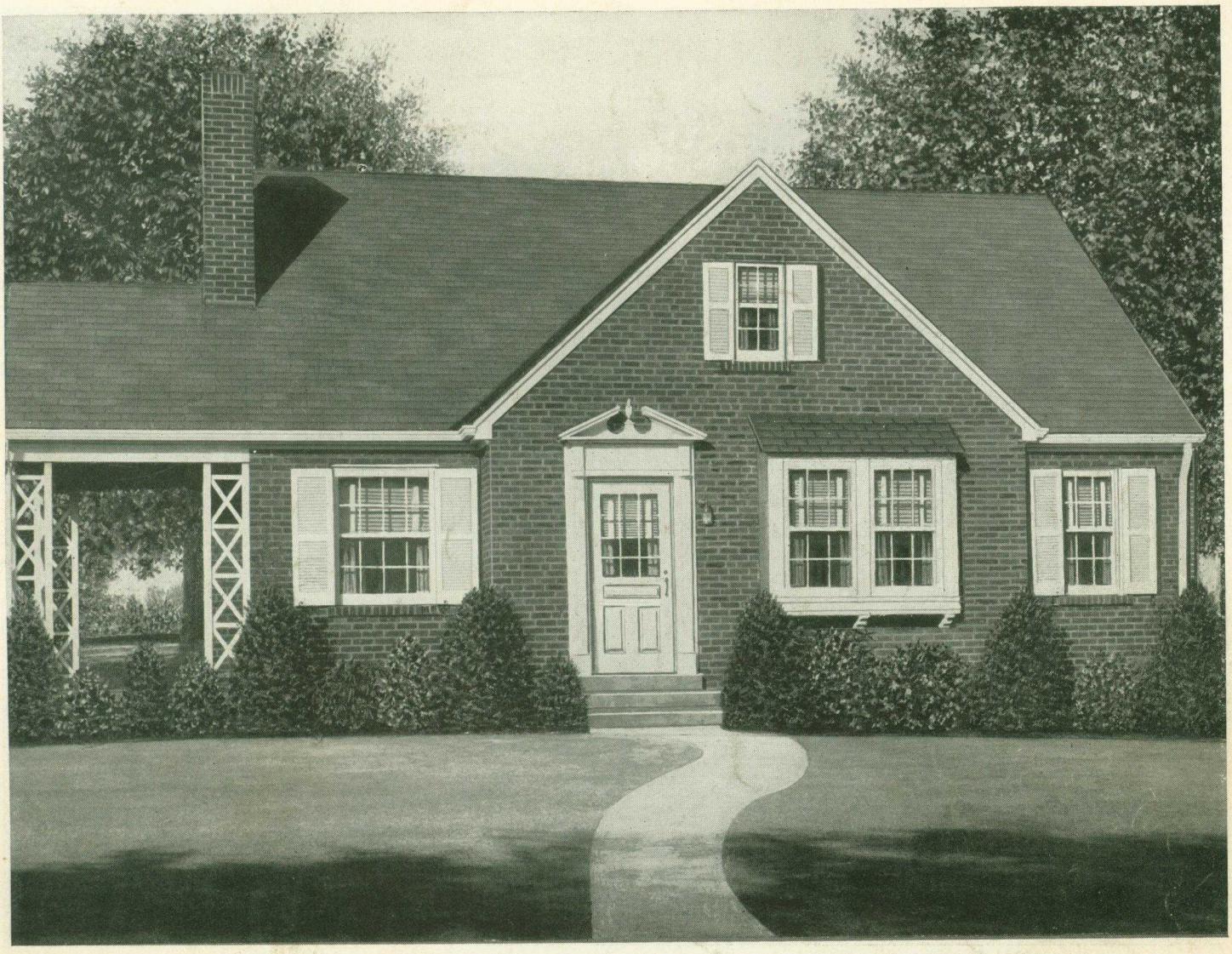


Two Other Floor Plans On Request

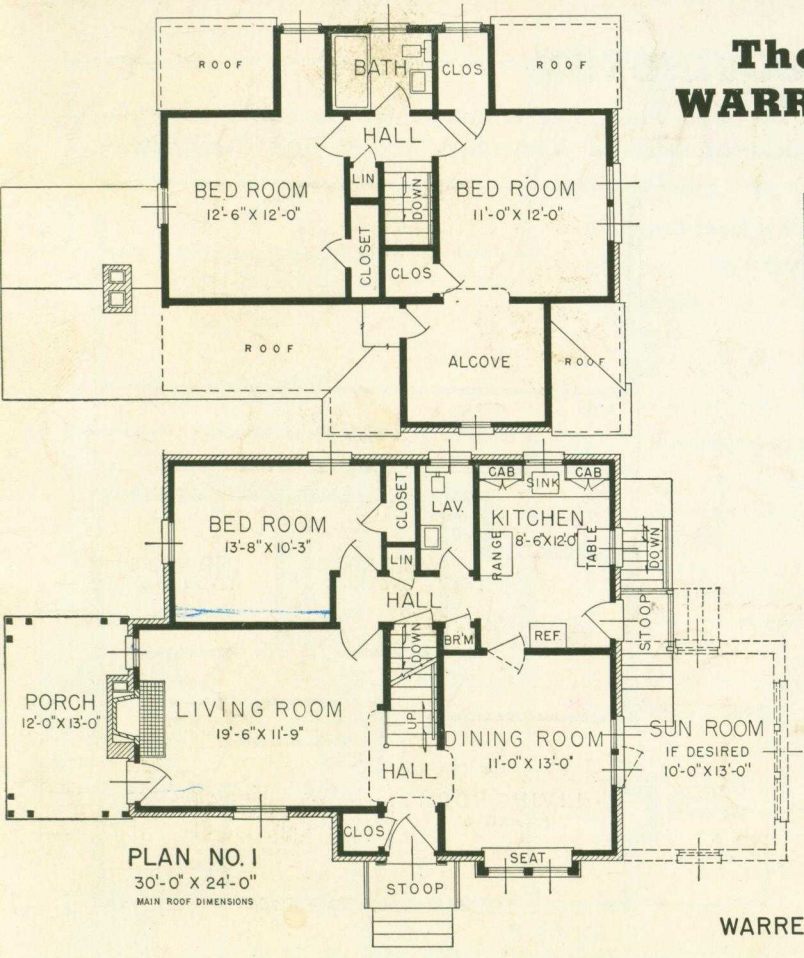


KINGSPORT

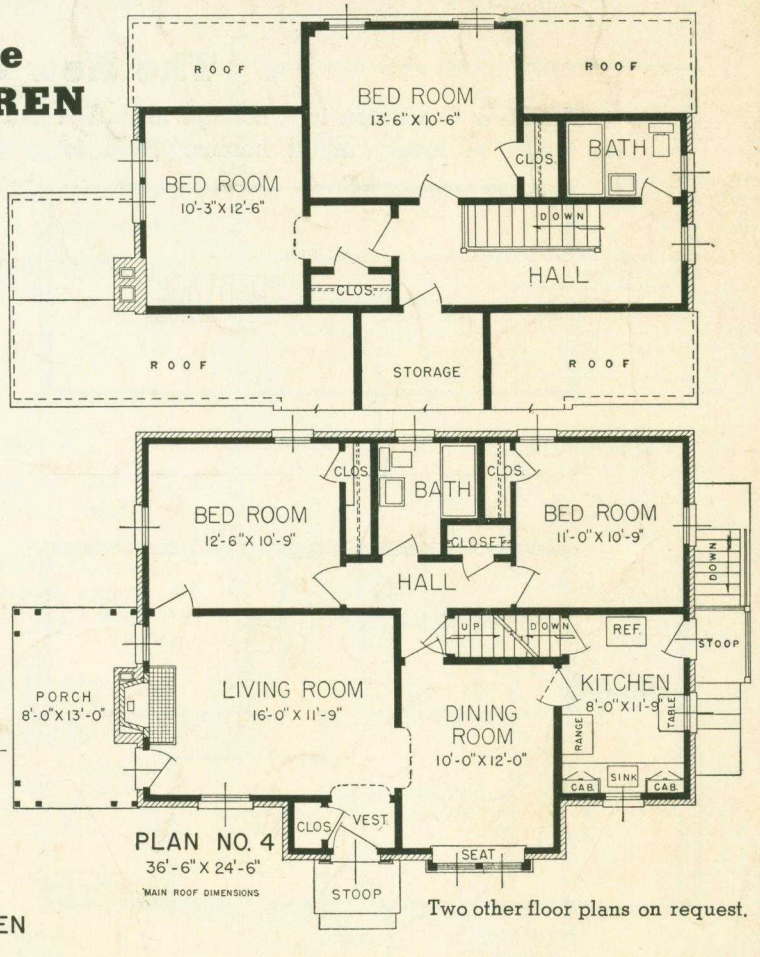
Our Contractor's Agreement forms are a great safeguard



The WARREN



PLAN NO. 1
30'-0" X 24'-0"
MAIN ROOF DIMENSIONS

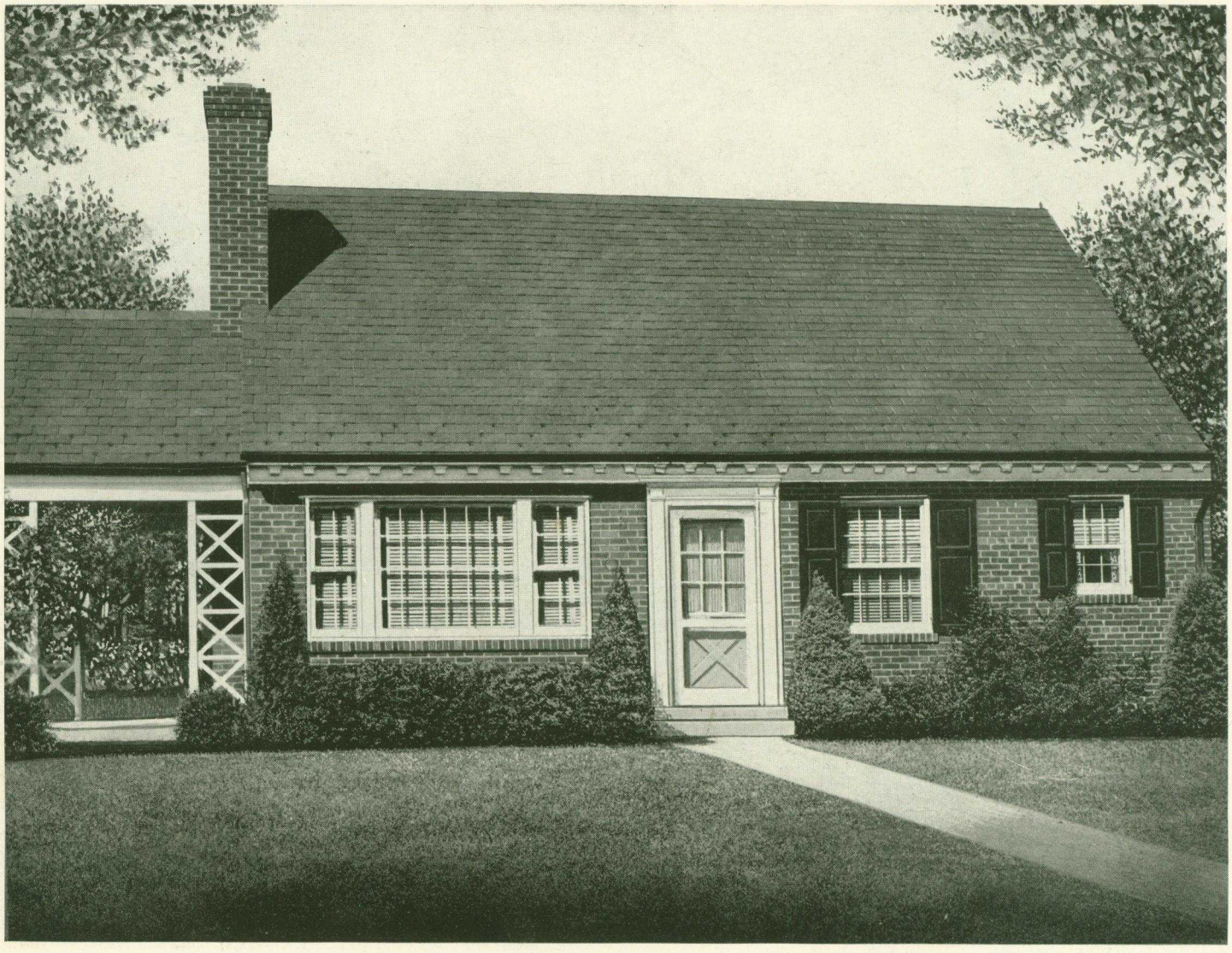


PLAN NO. 4
36'-6" X 24'-6"
MAIN ROOF DIMENSIONS

WARREN

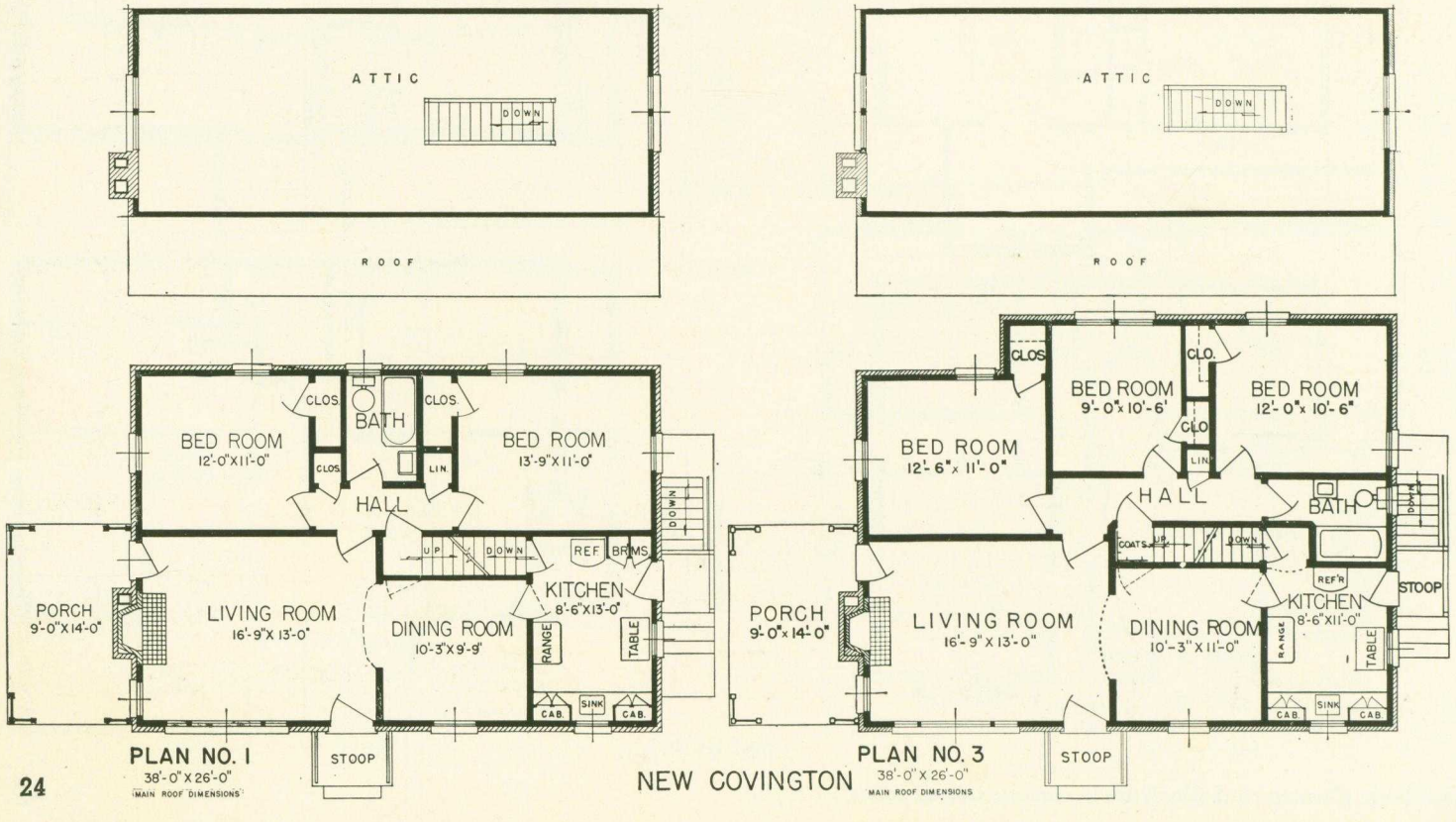
Two other floor plans on request.

for both Owner and Contractor during construction.

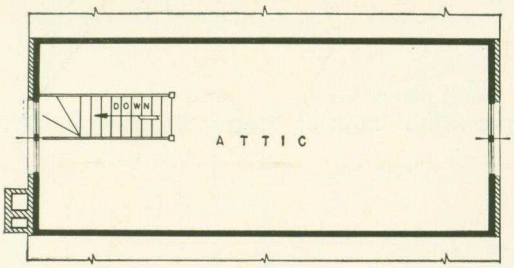


The New COVINGTON

The New Covington is a cottage to be coveted by those whose hearts hunger for the quiet peace to be found in lovely small homes. Here is a Colonial gem of Yesterday, Today and Tomorrow.

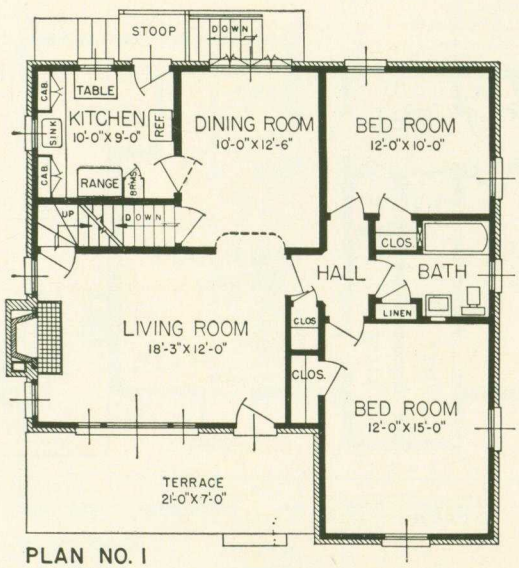


NEW COVINGTON



The MILTON

Many have waited long for the Milton. Not one shall be disappointed in the many home joys to be found within its threshold.



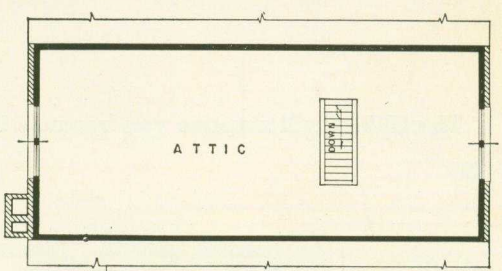
PLAN NO. 1
34'-6" X 26'-6"
MAIN ROOF DIMENSIONS

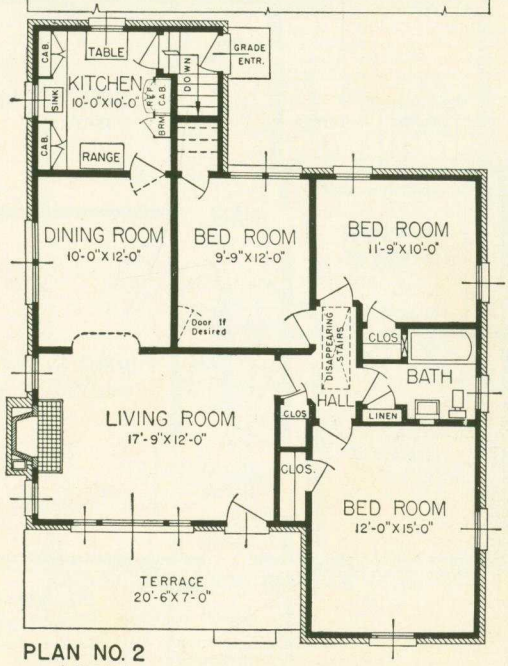
ANNOUNCEMENT

Soon builders will be able to secure large mirrors for mantels and walls, and other needed specialties for the new homes, direct from manufacturers through a new company now being organized.

Write for full particulars.

NEW HOME SUPPLY COMPANY
Colorado Bldg.
WASHINGTON, D. C.

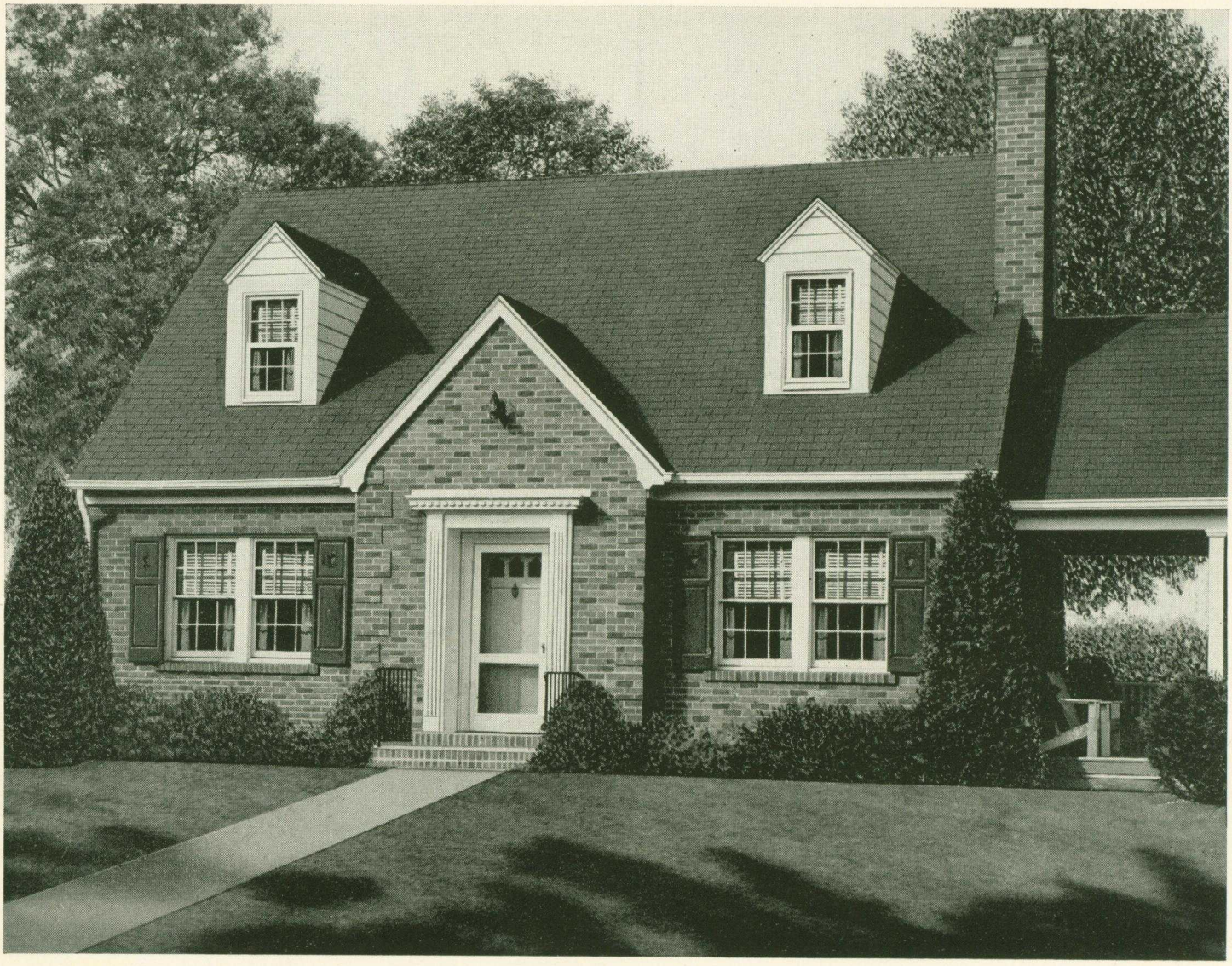




PLAN NO. 2
34'-0" X 26'-0"
MAIN ROOF DIMENSIONS

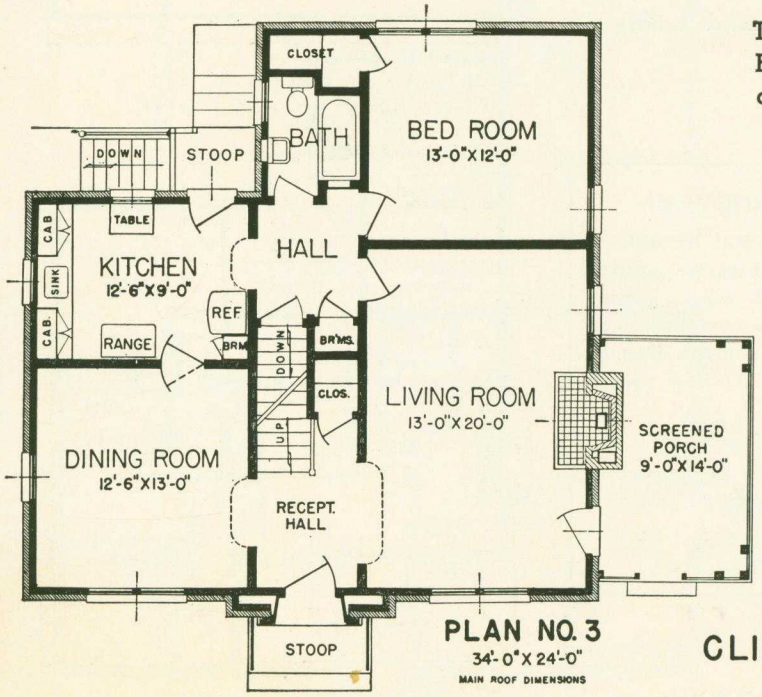
Two other floor plans on request.

MILTON



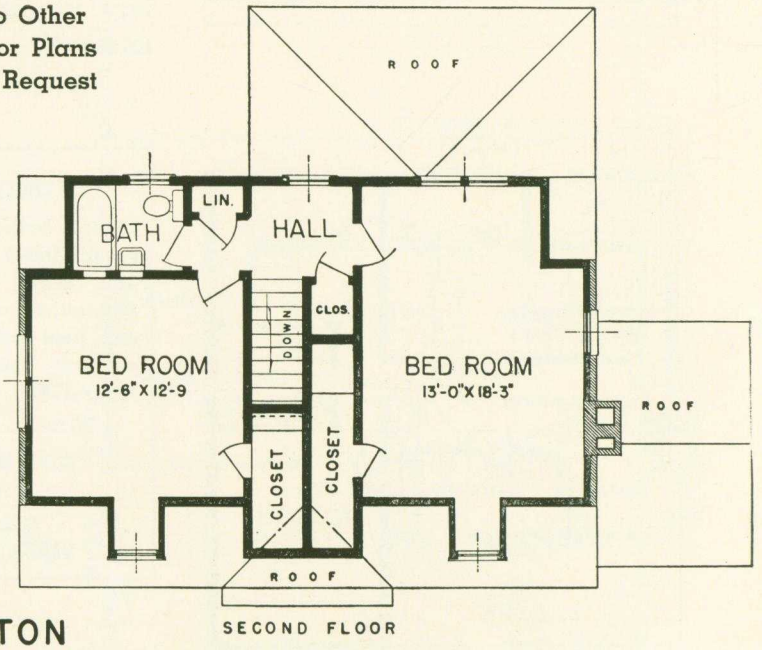
The CLIFTON

The Clifton will surprise you because it surpasses so completely many designs within its price range. It is decidedly outstanding from every angle.



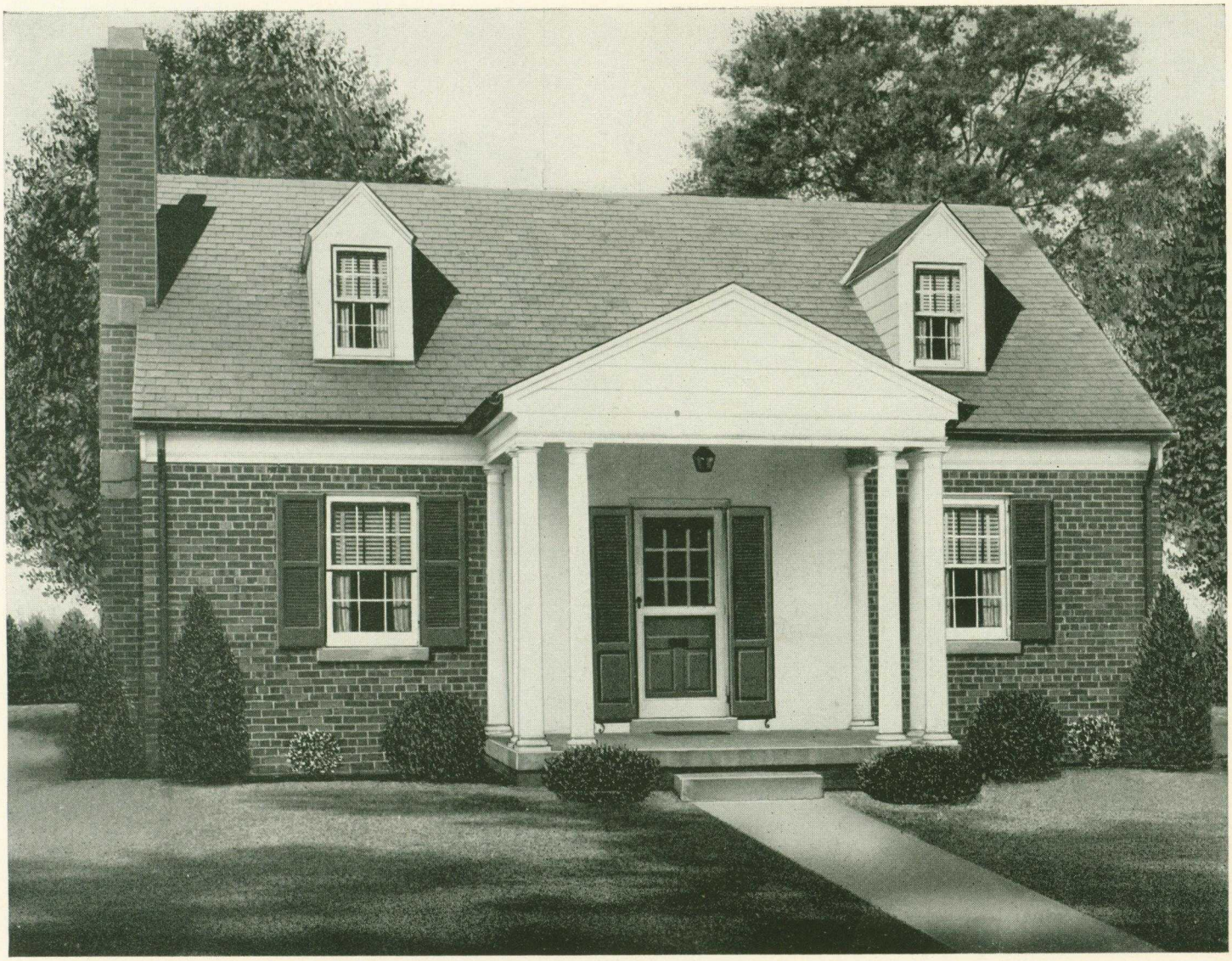
PLAN NO. 3
34'-0" X 24'-0"
MAIN ROOF DIMENSIONS

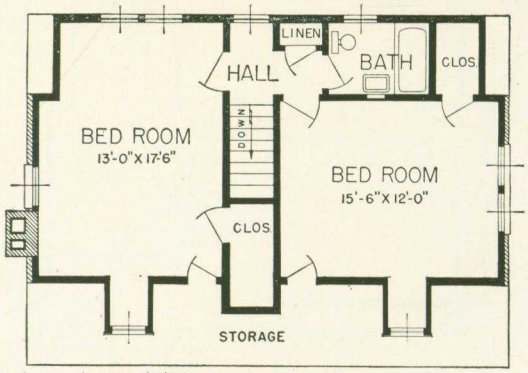
Two Other Floor Plans on Request

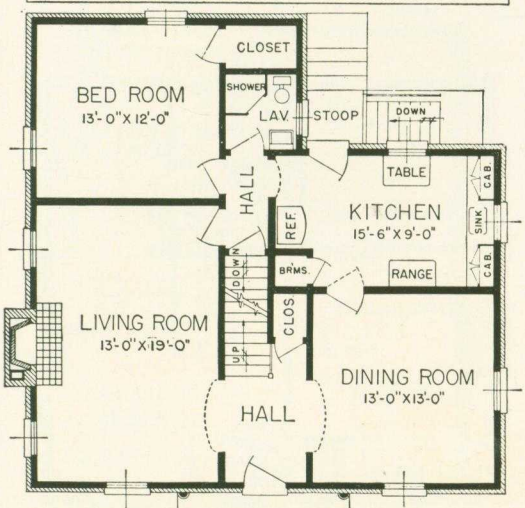


CLIFTON
SECOND FLOOR

Ask for a copy of Folder "F" in which home financing is made plain.





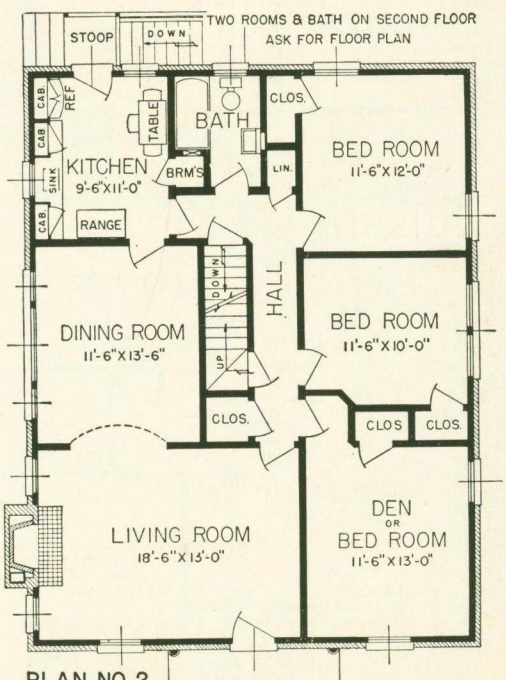


PLAN NO. 1
34'-0" X 24'-0"
MAIN ROOF DIMENSIONS

The KAYWOOD

Something stops you in front of The Kaywood because it is striking. It has staunchness that stands out—balance and finish that beautify beyond question. And in the floor plans not a bet has been missed for better living.

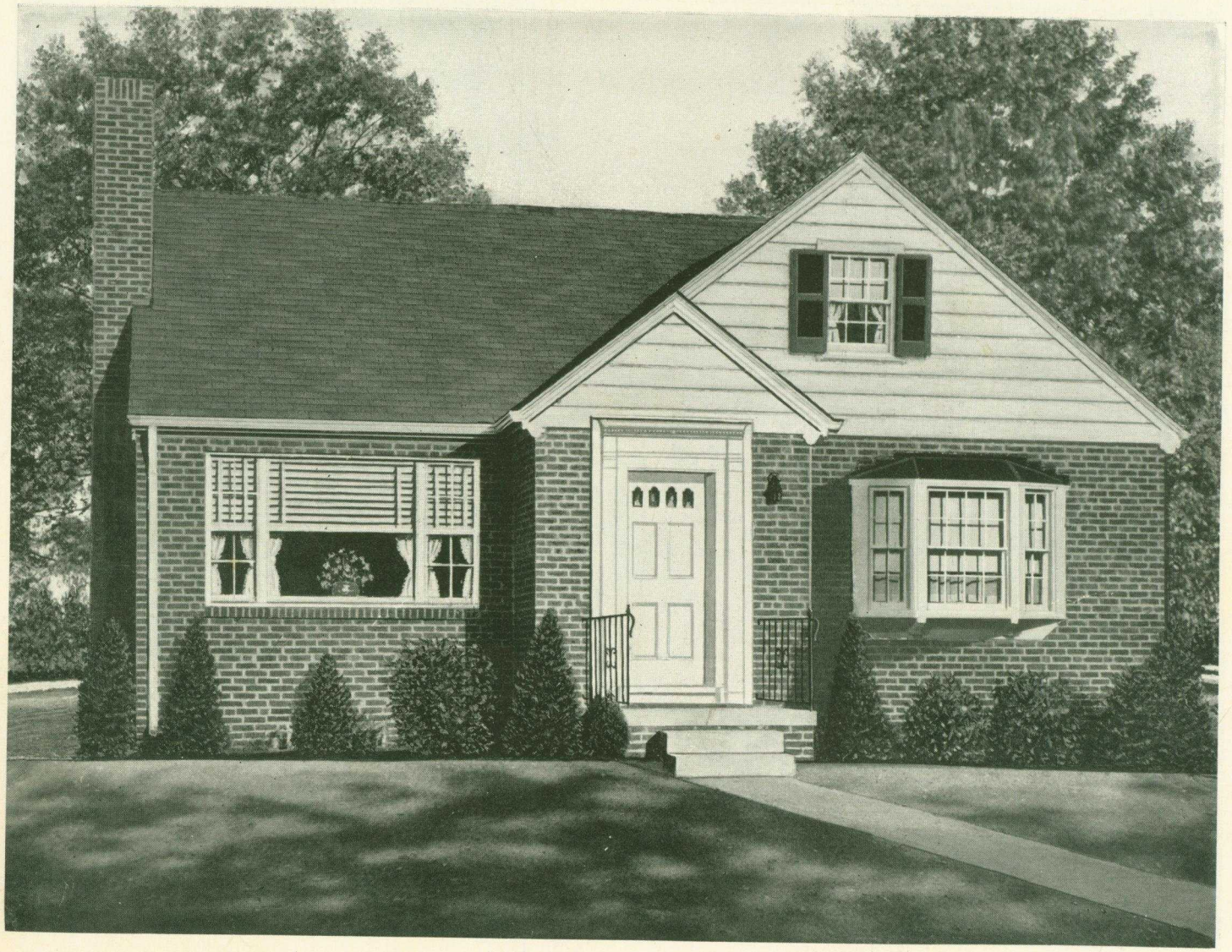
Two other floor plans on request.

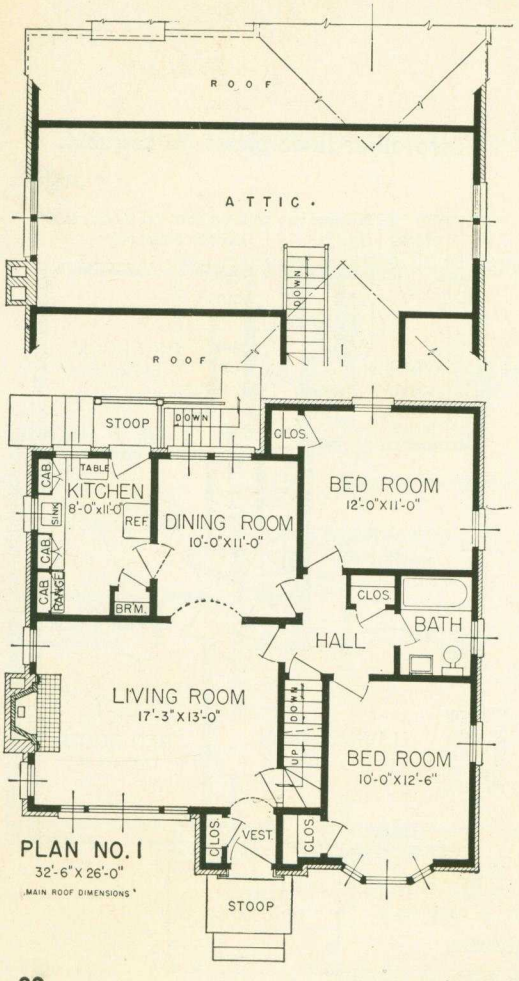


PLAN NO. 2
32'-0" X 40'-0"

KAYWOOD

Full basements cost no more than half basements, as our Folder "C" will clearly show.





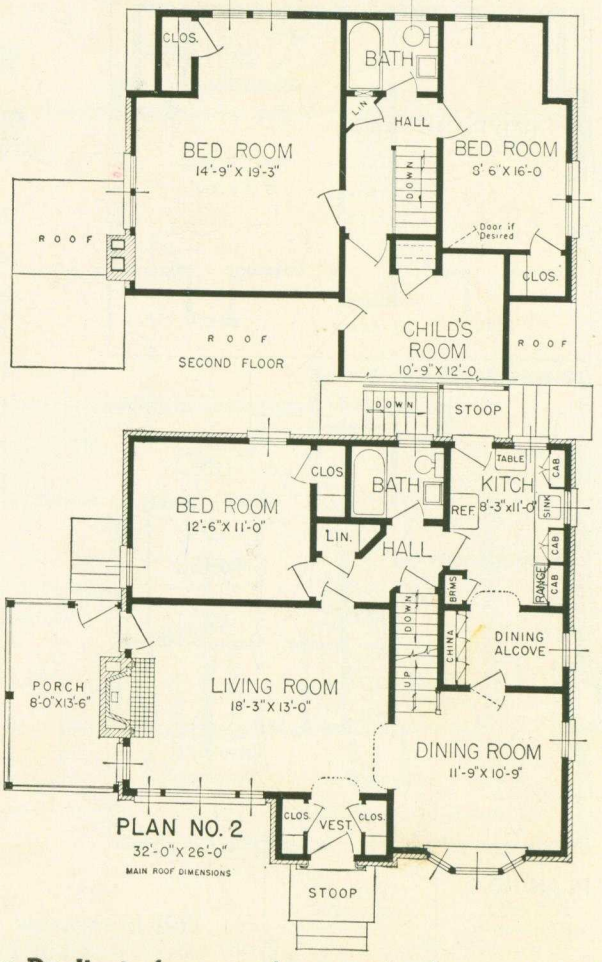
PLAN NO. 1
32'-6"x26'-0"
MAIN ROOF DIMENSIONS

The NEW HANOVER

Stop, look and carefully consider the New Hanover before passing, for surely it is a rare gem within its price range.

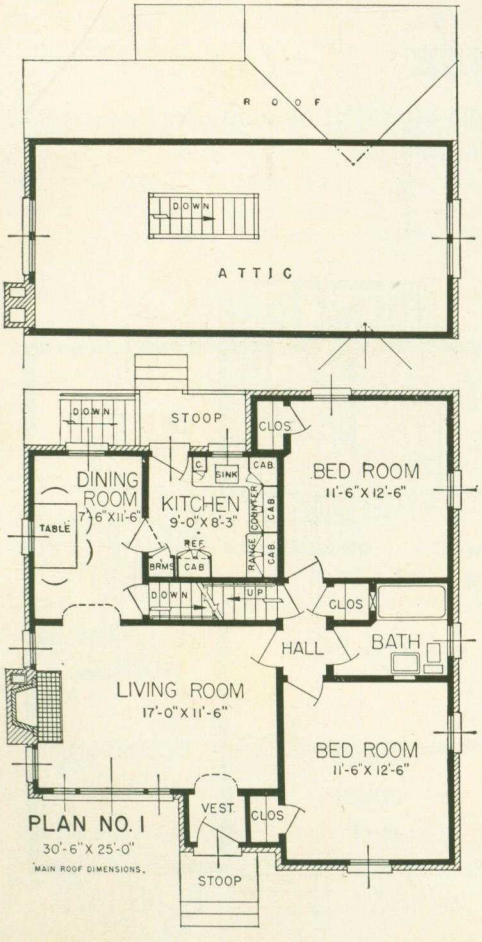
Two Other Floor Plans on Request

NEW HANOVER



PLAN NO. 2
32'-0"x26'-0"
MAIN ROOF DIMENSIONS

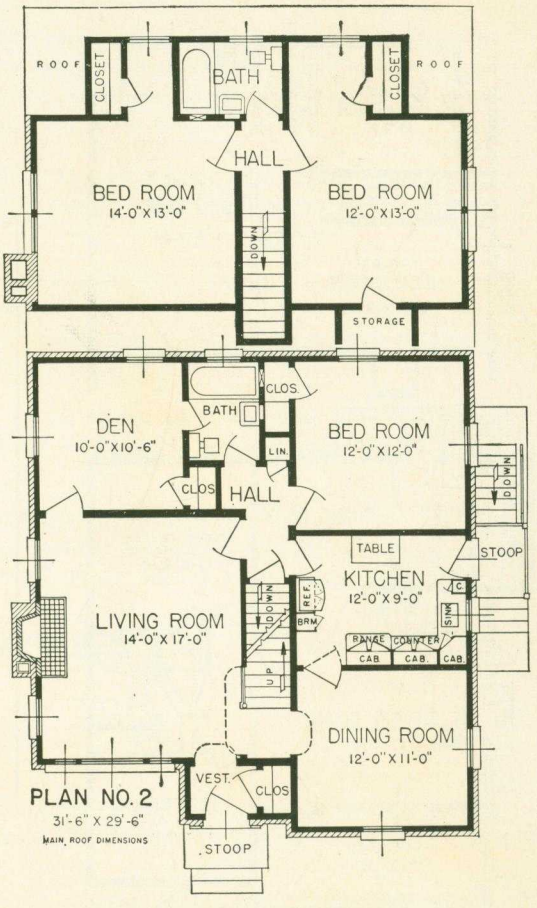
Complete plans and specifications in Duplicate for any of our stock plans only $20



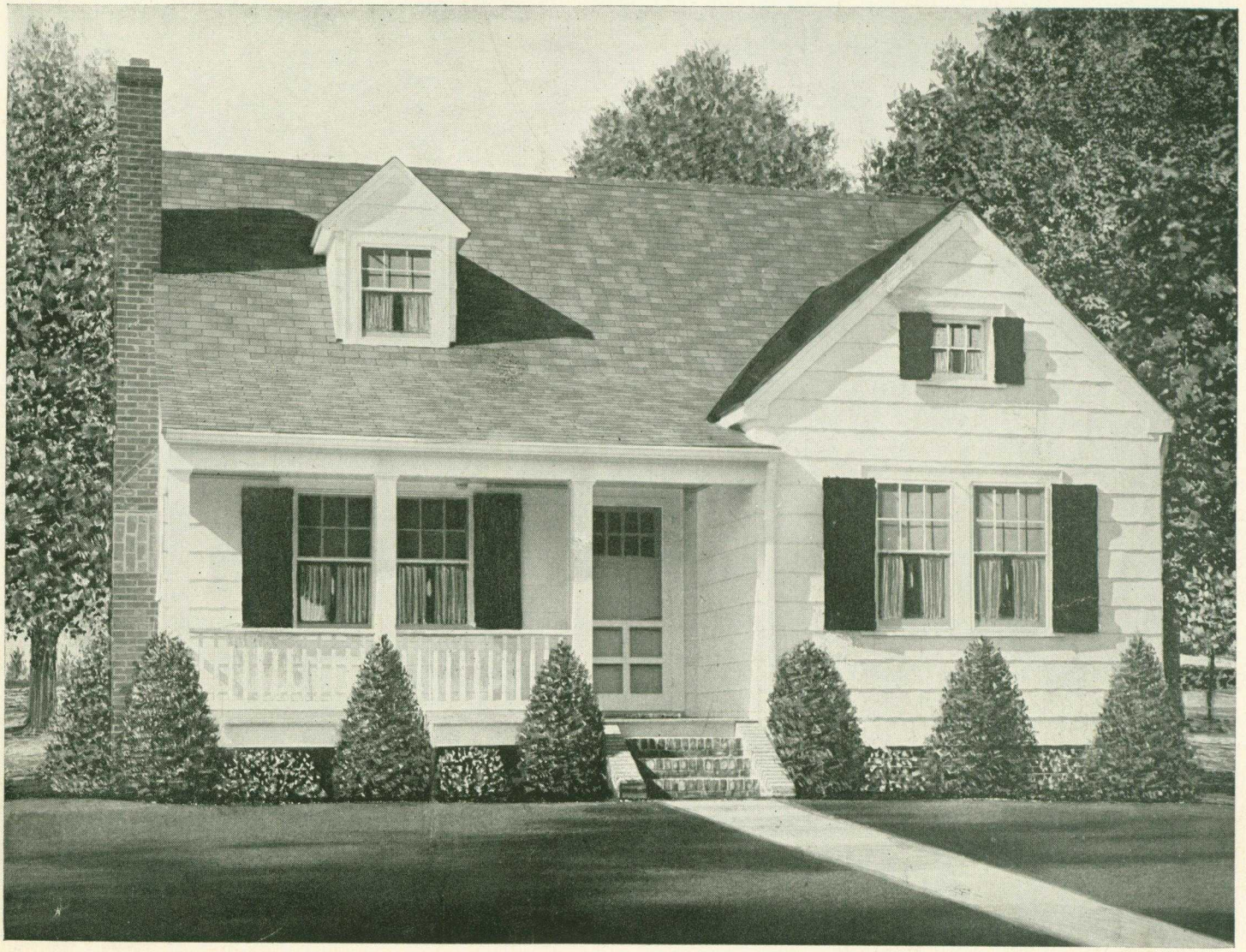
The NEW NORTHBROOK

It required years of artistic thinking and exactness of purpose to produce a home of such proportions as the New Northbrook.

Two other floor plans on request.



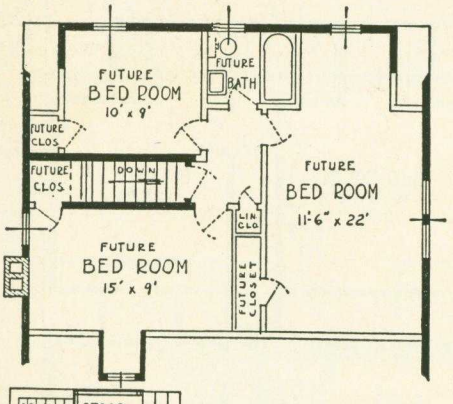
NORTHBROOK

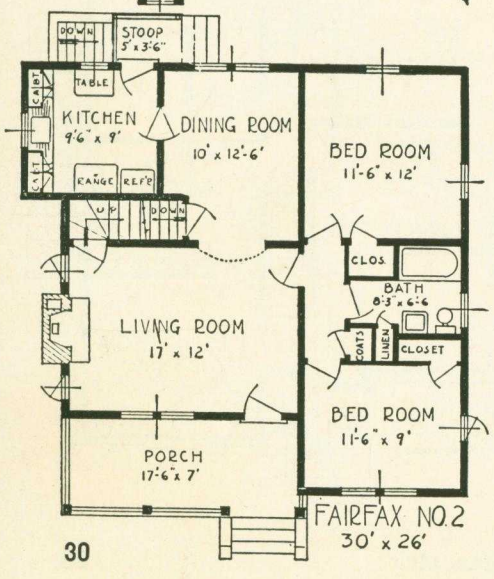


Brick or Frame

The FAIRFAX

The Fairfax is an excellent example of skillful planning for comfort as well as for low construction cost.



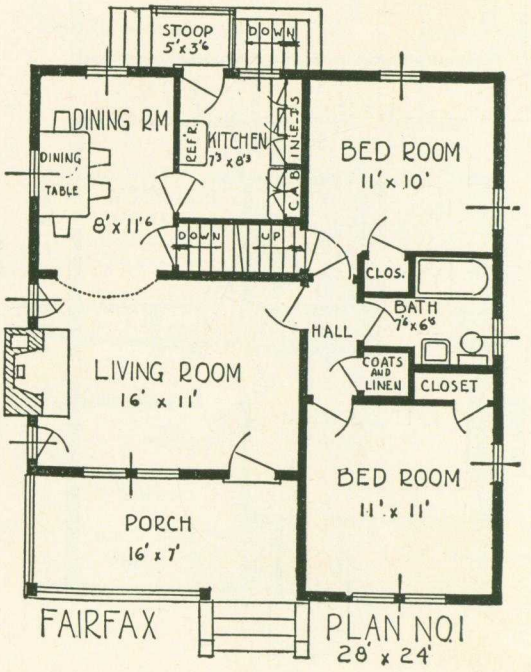


ANNOUNCEMENT

Soon new home builders will be able to secure direct from manufacturers many specialties needed for the new home, such as large mirrors, venetian blinds, etc. Ask for full particulars.

NEW HOME SUPPLY COMPANY
Colorado Bldg.
Washington, D. C.

Two Other Floor Plans On Request



Facts About "Better Homes at Lower Cost"

If you are interested in building a home of your own, it follows that you not only want the best home possible for your investment, but one out of which you can get your money in full at any time you may desire to do so.

FOR 29 YEARS we have helped lot owners throughout the country build better homes at lower cost by furnishing standardized plans that prevent waste in materials and labor. During those 29 years we have never known or heard of a loss to a single customer on one of our houses constructed by a reliable contractor.

OUR HOUSE DESIGNS are selected and offered to the public after weeks and months of careful consideration. No freak designs such as ranch houses, rambling types, etc., are shown in our books because such plans are far more expensive to build, much harder to finance on easy terms and far harder to sell at a profit should a sale become necessary.

COLONIAL DESIGNS predominate in our plan books because such designs, as well as good English designs, do not go out of style in a lifetime, have better loan values and sell at far better profits.

BETTER HOMES AT LOWER COST—Those were our watchwords in preparing every design and in working out every floor plan. Furthermore, every floor plan shows dimensions that permit the use of stock length materials without waste—stock windows and doors carried by retail lumber dealers everywhere.

OUR PLANS for all houses to be constructed north of the Virginia-Tennessee-Oklahoma line call for full seven foot basements with outside or grade entrances. We do not show half basements because they run about as much as full basements. Our free Folder "C"—Comparative Construction Cost of Small Homes—will prove this beyond doubt.

THE FLOOR PLANS shown herein will be appreciated by all who give them careful consideration. Often the same or similar floor plan will be shown for two or more houses. Some perfected floor plans for certain types of homes can hardly be improved, while exterior changes can be made at small additional cost to give variety in design.

"U" TYPE KITCHENS are shown in most of the floor plans in our plan books, but for several reasons refrigerators are seldom shown by the side of the range. All of our kitchens have been planned directly or indirectly by women—not by any particular group of women but rather from suggestions given to our designers by women from all parts of the country.

UTILITY ROOMS are not shown because they cost more than full basements, add to the heating cost of the house and do not give nearly so much working space. Furthermore, a house with a utility room has a lower loan value than a house with a full basement and the sale value is lower also.

GARAGES, considered essential by many, especially in northern territory, can be located in the basement of a home at much lower cost than when constructed as a separate unit or attached to the house. Basement garages run from $50 to $150, depending upon the lot, the doors selected, fireproofing required by the local building code, etc. Attached or detached garages run at least $500 to $2,000, depending upon the design, size, materials used, interior finish, masonry work required, etc. It is necessary for the owner to put in more of his own cash if an outside garage is required.

THE COST OF A HOUSE can be determined only by submitting the working plans and specifications to contractors in your immediate vicinity for bids. Before any contractor can give you a definite price or even a fair estimate, it will be necessary for him to see your lot, study the complete working drawings carefully and then learn from you exactly what you will want and expect of him. He will want to know whether you want frame, cinder block or brick construction, the kind of plumbing and heating, the kind of flooring, kitchen equipment, etc., and many other things.

DO NOT PERMIT your house to be estimated by the cubic foot system nor by the square feet or floor space. Such estimating systems are doing a lot to add to the high cost of building. Every one of the 75 or more separate items covered by the plans and specifications should be estimated separately, and all honest contractors will agree that this is the only fair and just way for both owner and contractor.

OUR FOLDER "A"—Answers to Questions—will be of great help to you in filling out your specifications, arranging your contract for the construction of your home, handling payments with your contractor, etc. Mailed free on request.

OUR FOLDER "B"—9 Points That Will Help You Build a Better Home at Lower Cost—will help you in deciding on the type of home to build, the kind of lot to select, what you want in a good home, and many other important points. Send for free copy.

FOLDER "C"— Comparative Construction Cost of Small Homes—will give you a clear conception of good construction, the why's and wherefore's of present day prices, etc. Gladly furnished free on request.

FOLDER "F"—Financing the Construction of Small Homes—will show you how simple it is to build a home of your own and pay less than rent. Also furnished free on request.

PLAN PRICES. Complete plans and specifications, including cost estimating forms and other valuable information, will be furnished in duplicate for $20. Four sets for $24. Six sets for $28., provided all of the sets ordered are for use in the construction of one house.

PLAN DELIVERIES are made promptly under special handling stamp and usually reach the purchaser in 24 to 48 hours, depending upon destination.

CHECKS OR MONEY ORDERS are acceptable, and any plans ordered may be returned the day received if not found exactly as represented. Plans are not subject to return if they are used for estimating purposes, for securing a loan, or for any purpose other than for inspection as to their merits.

SEND TODAY for any one or all of the above mentioned folders. They will start you RIGHT on the road to your new home. They are helping thousands.

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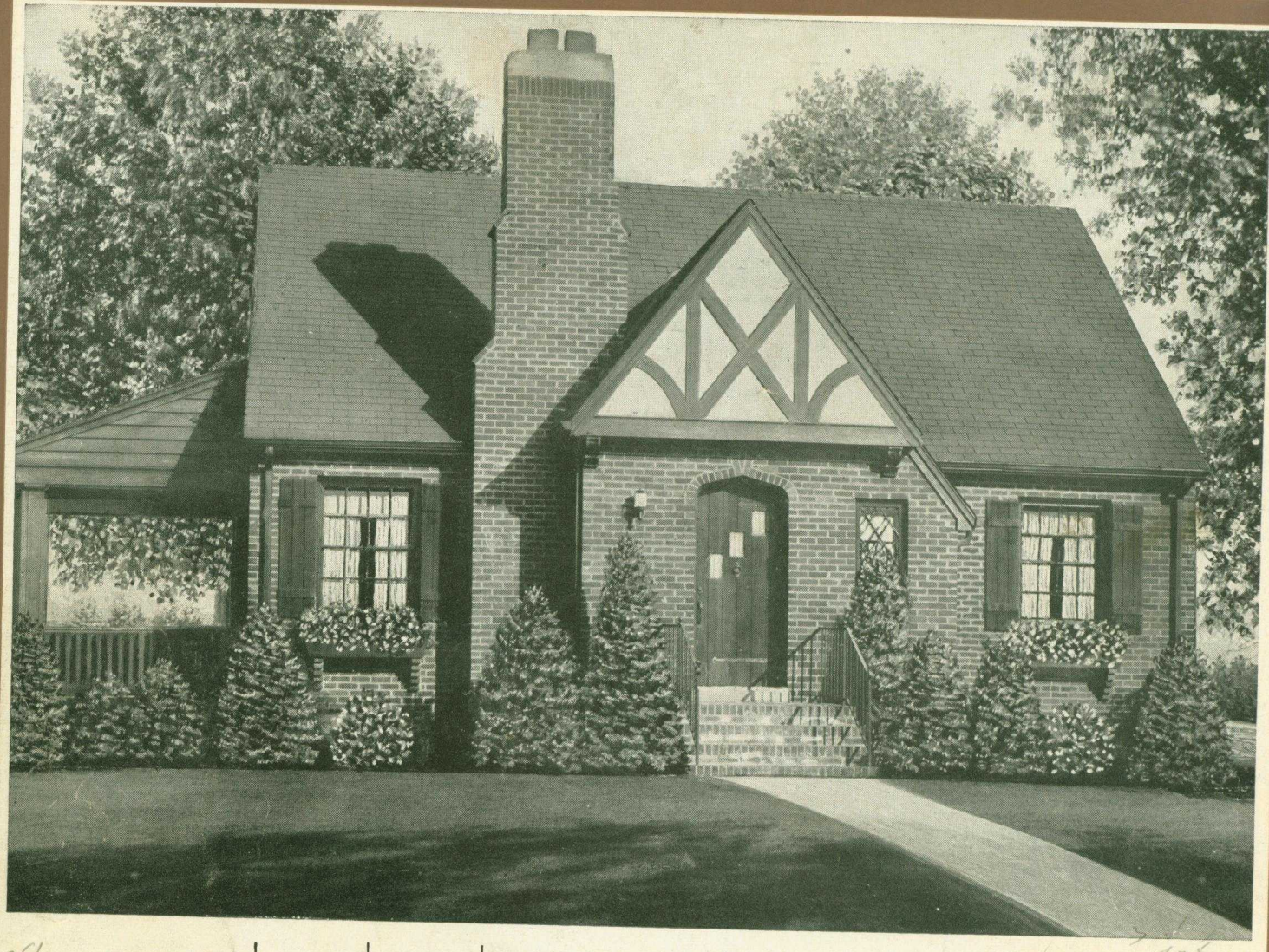

The GLENMORE

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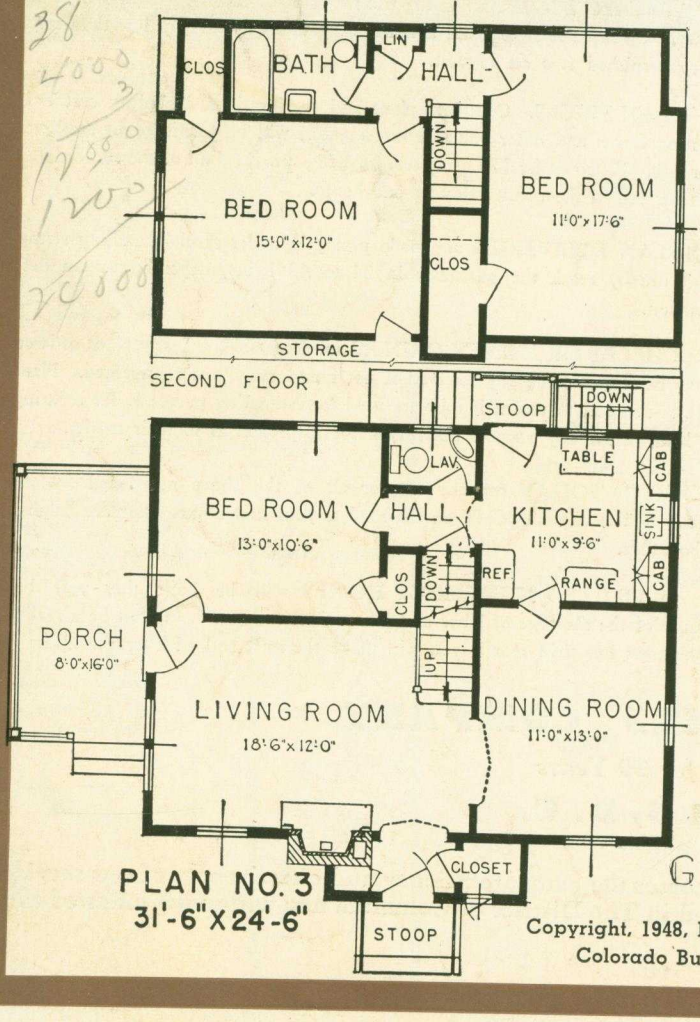
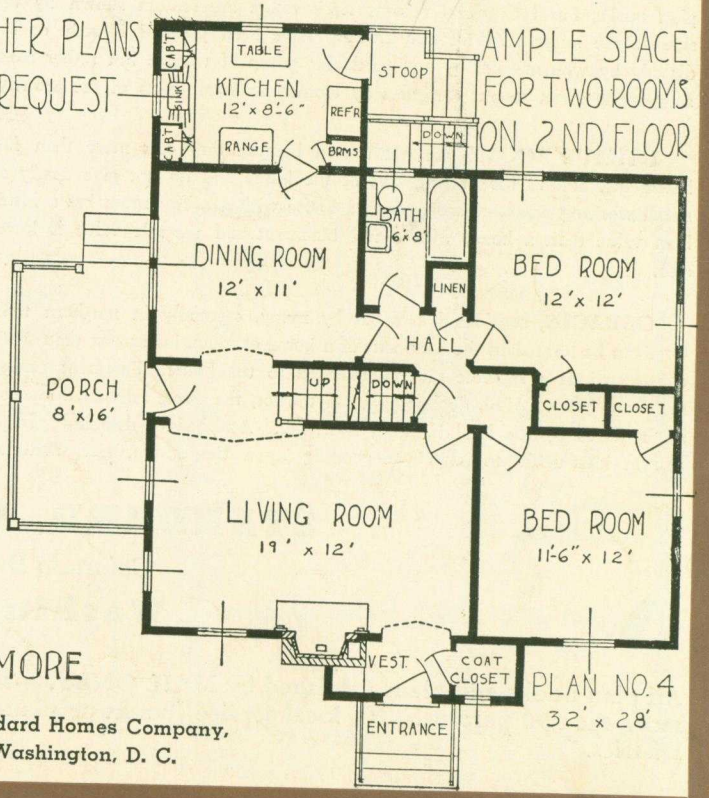
3 OTHER PLANS ON REQUEST

AMPLE SPACE FOR TWO ROOMS ON 2ND FLOOR



PLAN NO. 3
31'-6" X 24'-6"



PLAN NO. 4
32' x 28'

GLENMORE

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